

## BC TELEVISION NEWS

'NO TIME TO LOSE'--MADE-IN-HAWAII PROGRAM WITH HUME CRONYN NARRATING-WILL MARK 17TH ANNIVERSARY OF JAPANESE ATTACK ON PEARL HARBOR

A made-in-Hawaii program, with stage and film star Hume Cronyn as narrator, will dramatize for the U. S. public what Hawaiians have learned about civil defense through bitter experience, Sunday, Dec. 7 (4:30 to 5 p.m., EST), on the NBC-TV Network. The program, titled "No Time to Lose," will mark the 17th anniversary of the Japanese attack on Pearl Harbor.

"No Time to Lose" was filmed by an NBC task force headed by producer-director Robert D. Graff and produced in cooperation with the U. S. Office of Civil and Defense Mobilization. The program is a Public Affairs presentation of NBC News.

a salesman, a fire chief, a physician, a laundryman and his wife among them -- who will reenact their experiences of Dec. 7, 1941. All were, in different ways, active in civil defense then and are active today in the expanded civil defense organization.

"A nation prepared is unlikely to be attacked," the narrator will say. "These people learned it the hard way on that deceptively peaceful Sunday morning in December of 1941. Today, Hawaiians can get on with the fun of living. They long ago realized there was no time to lose -- if they want to go on fishing on Sunday and enjoy life every day. They know it. Do you?"

James Benjamin wrote the script. Beatrice Cunningham was the associate producer, John Herman the unit manager.

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### TELEVISION NEWS

December 1, 1958

PETER USTINOV TO STAR IN OWN PLAY, 'THE EMPTY CHAIR,' ON 'OMNIBUS'

Drama Deals With Political Power and Its Use and Abuse
In French Revolution by Robespierre, Danton and Hebert

The noted young British actor-dramatist Peter Ustinov will star in "The Empty Chair," a play of his own, on "Omnibus" Sunday, Dec. 7 (5-6 p.m., EST), on the NBC-TV Network.

The play deals in human terms with political power and its use and abuse by three major figures of the French Revolution:

Robespierre, Danton and Hebert. It dramatizes the harsh conflicts among them stemming from violently opposed theories as to how the Revolution should be directed. As each succeeding viewpoint prevails in turn against the backdrop of the Terror, the guillotine claims the advocate of the prior procedure.

Ustinov, first introduced to American TV audiences as the irascible Dr. Johnson in the "Omnibus" presentation of "Boswell's Life of Samuel Johnson" last season, will portray a much younger man: Georges Danton, 34-year-old orator, lawyer, rabble-rouser, patriot and leader of the Paris Commune.

Literally, the empty chair of the title is a gilt-edged one that a triumphant populace has carried off from the great palace at Versailles. Symbolically, it serves to represent the fatal vanity that ensnares power-hungry leaders who cry out for the freedom of the new age while lusting secretly for the absolute authority of the old. (more)

TELEVISION NEWS

December 14 1956

The Prench Revolution by Robespierre; Danton and Hebert

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#### 2 - Omnibus

"Whoever is lured to sit in this chair when there is perfectly good Republican furniture in the room will end on the guillotine," says one character. "A patriot is willing to share the hardships of the people and will direct his steps to an unpretentious wooden chair made by peasant hands. It is only the false patriot who will mount this throne and betray his hankering after the old order in his desire for comfort, for aristocratic domination."

The large and prominent cast that will support Ustinov will be announced soon. Ustinov and William A. Graham will direct.

"Omnibus," telecast on alternate Sundays, is sponsored by Aluminium Limited Sales, and is produced by Robert Saudek Associates. Alistair Cooke is the host.

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WFRV-TV IN GREEN BAY, WIS., TO BECOME NBC-TV NETWORK AFFILIATE

The National Broadcasting Company and the Valley Telecasting Company have entered into an affiliation agreement for Station WFRV-TV in Green Bay, Wis., it was announced jointly today by Harry Bannister, Vice President in charge of Station Relations for NBC, and Clayton Ewing, President of Valley Telecasting Company.

Primary affiliation with WFRV-TV will become effective May 23, 1959. WFRV-TV operates on Channel 5 and serves the Green Bay and Fox River Valley areas.

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Valley Telecasting Company have entered into an affiliation agreement for Station WERV-TV in Green Bay, Wis. It was announced jointly today by Harry Bannister, yeyidan Affin Jannister, yeyidan to migrafin and gnibnut him elocations for month and prophylamidant of Valley Telecasting College Park Valley Telecasting College Park

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# MBC RADIO METWORK MEWS

December 1, 1958

CELEBRATION TIME ON 'GRAND OLE OPRY'

Country Music Stars to Perform on Show Marking 1,000th
Broadcast in Series on NBC Radio Network

The 1,000th broadcast of "Grand Ole Opry" on the NBC Radio Network will be marked by a special program featuring some of the nation's top country music stars Saturday, Dec. 6 (9:30-10 p.m., EST).

Minnie Pearl will sing "Maple on the Hill," the same tune which she performed on the show's first broadcast on NBC Radio Oct. 14, 1939. She will also act in a comedy skit. "Ain't I the Lucky One?" will be sung by Marty Robbins; a spiritual, "In That Great Gettin' up Mornin'," by the Jordanaires Quartet; and selections by Ernest Tubb and Peewee King. Grandpa Jones, a guitarist, will play "Back Home Again in Indiana."

"Grand Ole Opry," which has been sponsored by the R. J.
Reynolds Tobacco Co. since it started on NBC Radio, is the oldest
continuously sponsored series in network radio. It is broadcast live
each week from the Ryman Auditorium in Nashville, Tenn. The program
was launched as the "WSM Barn Dance" over Station WSM in Nashville on
Nov. 28, 1925.

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December 1, 1958

AWARD TO	'CONTINENTAL	CLASSROOM'
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Thomas Alva Edison Foundation Honors NBC-TV Network Series For 'Distinguished Public Service in Interests of Education'

In recognition of "distinguished public service in the interests of education," the NBC-TV Network's "Continental Classroom" has been awarded a special citation by the Thomas Alva Edison Foundation.

The honored program, a college-level course in Atomic Age Physics, is conducted by Dr. Harvey E. White and telecast coast-to-coast by NBC Monday through Friday at 6:30 a.m. local time.

Edward Stanley, NBC Director of Public Affairs, accepted the award on behalf of the network at the Foundation's Fourth Annual Awards Dinner at the Waldorf Astoria Hotel, New York, tonight (Dec. 1). Walker L. Cisler, president of the Detroit Edison Company, presided at the dinner, at which the 1958 Edison Awards for Films, Television and Radio were given.

Edison Awards are determined by the vote of 62 major national civic organizations. The Awards Program is part of the Edison Foundation's "continuing effort to encourage people in the mass media to present more material for the benefit of youth, particularly in the science fields, and to improve the quality of mass media offerings."

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270,000 AMERICANS WATCH ATOMIC AGE PHYSICS COURSE ON NBC-TV NETWORK

Statistics Reveal Huge Response to College-Level
Series on 'Continental Classroom'

An estimated 270,000 Americans are watching the collegelevel course in Atomic Age Physics that the NBC-TV Network planned primarily for high school teachers of science.

That current figure on "Continental Classroom," the world's largest class, telecast Monday through Friday from 6:30 to 7 a.m. local time, comes from the network's research department.

Additional statistics: 243 colleges and universities across the country are offering full academic credit for the course; More than 5,000 teachers are taking it for credit; 27,000 students have mailed in 50 cents each for a syllabus; 144 stations have cleared time for the course.

In addition to teachers, the course is being viewed by a large audience of college students, gifted high school pupils, engineers and others who wish to increase their knowledge of physics.

NBC, in partnership with leading educational and industrial organizations, launched "Continental Classroom" this Fall in an unprecedented action designed to bring about dramatic improvement in science education in U. S. high schools and to ensure adequate supply of scientists in the future.

Dr. Harvey E. White, professor of physics at the University of California at Berkeley and consultant to the Atomic Energy Commission, conducts the course.

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December 1, 1958

RADIO-TELEVISION DAILY SALUTES 'CONTINENTAL CLASSROOM'
AS A LARGE-SCALE CONTRIBUTION TO THE PUBLIC GOOD

For the NBC-TV Network's "Continental Classroom" comes a loud salute from Radio-Television Daily, the nation's daily newspaper of commercial radio and television.

The daily's editor and publisher, Charles A. Alicoate, is author of a Page One editorial hailing the coast-to-coast college-level course in Atomic Age Physics as a large-scale contribution to the public good.

"If we might be so bold as to make a suggestion to those associated with the great army of television pencil pushers who are always criticizing what's wrong with TV and seldom take time out to check into the many things that are right; and to those who choose to watch only Westerns and quizzes on their screens -- we suggest that they spend just a little time to note more fully the effort and time devoted by elements of the industry to furthering the good of the public and elevating the general standards of education," says Mr. Alicoate.

"What we are trying to say is, that along with many other good things that the industry does that we hear very little about is the NBC-TV series 'Continental Classroom,' telecast five days a week on a coast-to-coast hook-up."

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The American Association of Colleges for Teacher Education is a co-partner with NBC in the venture, along with the Ford Foundation and the Fund for the Advancement of Education. Corporations providing financial assistance for the course include the Bell Telephone System, General Foods Fund, International Business Machines Corporation, Pittsburgh Plate Glass Foundation, United States Steel Corporation, California Oil Company (Eastern Time Zone), The California Company (Central and Mountain Time Zone), and Standard Oil Company of California Western Operations Inc. (Pacific Time Zone).

"For their contributions," writes Mr. Alicoate, "there is no return other than a listing in the program credits, and the gratitude of those who reap so much benefit from the gesture. The sponsoring corporations who furnish financial assistance, for televising the course are to be commended for their enterprise and public interest in helping pioneer what Dr. James R. Killian Jr., Special Assistant to President Eisenhower, termed 'truly a bold educational experiment in the nation's interest'."

The editorial appeared in the Friday, Nov. 28, issue.

In addition to teachers, the course is being viewed by a large audience of college students, gifted high school pupils, engineers and others who wish to increase their knowledge of physics. The program is telecast Monday through Friday at 6:30 a.m., local time.

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### REUVEN FRANK TO PRODUCE NBC NEWS' TELECASTS OF THE 1960 CONVENTIONS AND ELECTIONS

Reuven Frank, producer of "NBC News -The Huntley-Brinkley Report," "Chet Huntley
Reporting" and "NBC Kaleidoscope," will produce
telecasts of the 1960 conventions and elections
for the NBC-TV Network, it was announced by
William R. McAndrew, Vice President, NBC News.

Also named on the production unit are Eliot Frankel, associate producer, and Jack Sughrue, director.

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NBC NEWS TO PRESENT FIVE-PART TV 'PRIMER ON CONGRESS'

Series, Timed for Start of New Session, to Be Telecast on 'Today'

Timed for the start of the new Congressional session, NBC News will present a five-part series, "Primer on Congress,"

Jan. 5-9 on the NBC-TV Network's "Today" show. Each of these

Monday-through-Friday news specials will be telecast at

7:30 a.m., EST.

NBC News' Washington correspondent Frank McGee will give the commentary, which is educational in nature and designed to acquaint viewers with little-known areas of the legislative branch. The five subjects which McGee will discuss are:

- 1. Rules of Congress -- the laws which govern the day-to-day operations in the Senate and House, with particular emphasis on explanation of such terms as "filibuster" and "cloture."
- 2. Leaders of Congress -- the functions and powers of the majority and minority leaders, the President protem, the Speaker of the House, the whips.

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- 3. The Committee System -- how it operates, its powers, and how appointments are made.
- 4. Locations -- explanation of "on the hill,"
  "in the gallery," "in the cloakroom" and similar terms,
  and why a lobbyist is called a lobbyist.
- 5. How a bill is acted on -- NBC News will answer the question, "What happens to a bill from the time it is introduced until its fate is determined?" by picking one bill and following it through committee, debate, to conclusion. This report will continue until the chosen bill has been passed or defeated, with McGee reporting weekly on its progress.

Chet Hagan is producer of the "Today" news segments.

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### TRADE NEWS

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December 2, 1958

#### Attention, Sports Editors

TOP DISTAFF KEGLERS TO COMPETE

New Series, "Women's Major League Bowling," Will Join NBC-TV Network's Saturday Afternoon Sports Schedule

"Women's Major League Bowling" joins NBC-TV Network's Saturday afternoon sports lineup Dec. 13. The filmed series, featuring some of the nation's top distaff bowlers, will be presented from 5 to 5:30 p.m., EST, following the college basketball "Game of the Week" telecasts.

The program will be sponsored on alternate weeks by Brunswick-Balke-Collender Company. McCann-Erickson, Inc., is the agency.

Each show will include the final frames of the second game and the entire third game of a three-game head-to-head match. The announcer will be Fred Wolf, a veteran bowling commentator.

Marion Ladewig of Grand Rapids, Mich., the 1957-58 Woman Bowler of the Year, will compete against Elvira Toepfer of Detroit in the initial match Dec. 13. "Women's Major League Bowling" will employ a "queen of the hill" system, with each week's winner returning the following Saturday to face a new challenger. On

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#### 2 - "Women's Major League Bowling"

Saturday, Dec. 20, Doris Porter of Los Angeles, former Southern California match-game champion, will oppose the winner of the Ladewig-Toepfer match.

Each victor will receive \$600 and the loser \$200. A special award of \$10,000 will be given for rolling a perfect 300 game. A mink coat will be the prize for the highest score bowled in the third game during the first 13 weeks of the show, and a mink stole will be awarded for the second highest score.

The bowling series will not be seen on Dec. 27 and Jan 3, when NBC-TV presents post-season football games, and on March 14 and 21, the dates of National Invitational Tournament basketball telecasts.

Producer of "Women's Major League Bowling" is Peter DeMet. Sidney Goeltz is the director.

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December 2, 1958

# 11 NBC NEWS CORRESPONDENTS IN U. S. AND KEY FOREIGN AREAS WILL REVIEW TOP NEWS EVENTS OF 1958 AND PROJECT TRENDS FOR 1959 ON FULL-HOUR TV PROGRAM

Eleven NBC News correspondents -- whose domestic and foreign assignments have covered every key area on the globe -- will appear on the NBC-TV Network, <u>Sunday</u>, <u>Dec. 28</u> to review the significant events of 1958 and project the news trends into the coming year.

The newsmen, six from overseas and five from this country, will gather in New York for the full-hour "Projection '59" (NBC-TV Network, 5-6 p.m., EST). The telecast will be part of the "NBC Kaleidoscope" series.

NBC News foreign correspondents who will participate are:
Cecil Brown (Tokyo), Edwin Newman (Paris), Joseph C. Harsch (London),
John Rich (Berlin), Irving R. Levine (Moscow), and Welles Hangen
(Cairo). The cities listed are home bureaus. Each of these newsmen
has traveled extensively in his area during 1958.

Domestic correspondents taking part will be Frank McGee, Robert McCormick, David Brinkley, Ray Scherer and Herbert Kaplow. Kaplow is currently on a three-week swing through South America. McGee will serve as anchor man.

Chet Hagan will produce "Projection '59."

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IF AKINS-JORDAN WELTER TITLE CLASH ENDS IN KNOCKOUT,

'CAVALCADE OF SPORTS' VIEWERS WILL BE ABLE TO SEE

KAYO PUNCH A SECOND TIME VIA VIDEOTAPE INSERT

If a knockout ends the Virgil Akins-Don Jordan welter-weight fight Friday, Dec. 5, boxing fans watching the bout on the NBC-TV Network (10 p.m., EST) will have two chances to see the kayo punch.

The network announced today that videotape equipment will record the bout -- the first time videotape has been used in a boxing telecast. If there is a knockout, it will be shown again, along with the action leading up to it, immediately following the fight.

The bout has a good chance to end before the 15-round limit. Welterweight champion Akins, who is favored to retain his title, has recorded knockouts in 29 of his 49 winning fights.

NBC Radio Network also is covering the Akins-Jordan match, which is being staged in Olympic Auditorium in Los Angeles. The telecast will be blacked out in the Los Angeles area.

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## IBC TELEVISION NETWORK



December 2, 1958

GEORGE C. SCOTT TO PORTRAY ROBESPIERRE IN 'OMNIBUS' DRAMA

Peter Ustinov, Star and Author of 'The Empty Chair,' Will Be Joined By Suzanne Cloutier (Mrs. Ustinov) and Many Other Performers

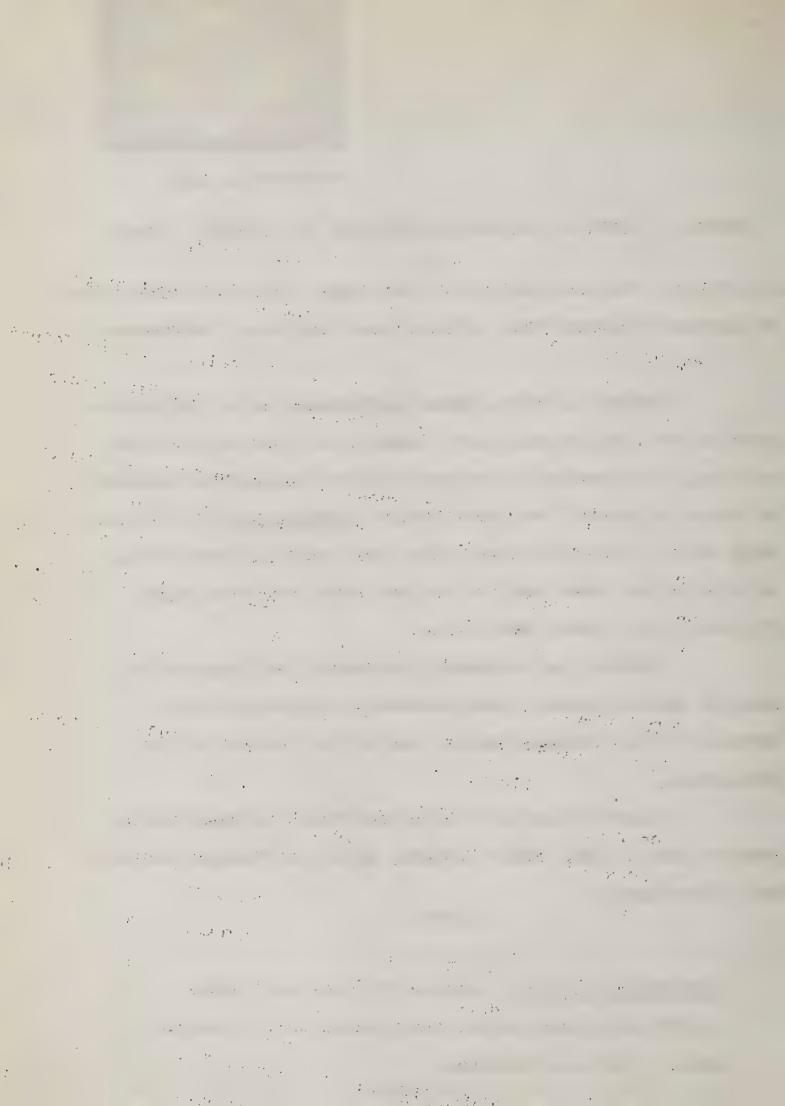
George C. Scott, whose performance as a rich psychopath in the new Broadway play "Comes a Day" has won critics' acclaim, will portray Robespierre in the "Omnibus" production of Peter Ustinov's "The Empty Chair" Sunday, Dec. 7 (5-6 p.m., EST), on the NBC-TV Network. The play deals in human terms with political power and its use and abuse by three major figures of the French Revolution.

Ustinov, as previously announced, will appear as Georges Danton, lawyer, rabble-rouser, patriot and, with Robespierre and Jacques Hebert, one of the leaders of the Revolution.

Suzanne Cloutier, the noted French actress who in private life is Mrs. Peter Ustinov, will play Georges Danton's wife, Angelique.

(more)

CORRECTION, PLEASE: Sponsor of "Omnibus," named in NBC Daily News Report story dated Dec. 1, should read: Aluminium Limited.



Other members of the cast will be Edward Atienza as (Mouche), Robert Blossom (Barere), Robert Dryden (Barras), Robert Duke (St. Just), Jenny Egan (Mme. Fardeau), Lucy Landau (Mme. Gaffe), Karl Light (Collot), Jean Marsh (Duplay), Joseph Ruskin (Hebert) and M. Tolan (DesMoulins).

William A. Graham and Peter Ustinov are the codirectors. "Omnibus" is produced by Robert Saudek Associates and sponsored by Aluminium Limited. Robert Saudek is executive producer; Mary V. Ahern, feature editor; Walter Kerr, drama consultant; Henry May, art director; Richard Thomas, production supervisor, and Alistair Cooke, emcee.

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## SURVIVORS OF ATTACK ON PEARL HARBOR WILL REENACT EXPERIENCES ON MADE-IN-HAWAII 'NO TIME TO LOSE' TELECAST

Prominent in the real-life cast of "No Time to Lose," a made-in-Hawaii program marking the 17th anniversary of the Japanese attack on Pearl Harbor, Sunday, Dec. 7 (NBC-TV Network, 4:30-5 p.m., EST), will be several persons who will reenact their experiences of the deceptively peaceful Sunday morning in December of 1941. Stage and film star Hume Cronyn will be the program's narrator.

Among those who will vividly recount their Pearl Harbor Day experiences are Mr. and Mrs. Paul Young, laundry operators; Dr. Robert Faus, physician; John Kealoha, fire chief, and Mr. and Mrs. Arlo Martin and Mrs. Mary Silva, their landlady. Mr. Martin, now a bank auditor, was then an electrical supply salesman.

The program will dramatize for the U.S. public what Hawaiians have learned about civil defense through bitter experience. It was filmed by an NBC task force headed by producer-director Robert D. Graff and produced in cooperation with the U.S. Office of Civil Defense Mobilization. James Benjamin wrote the script.

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NBC-New York, 12/2/58

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HOWDY DOODY AND CLARABELL WILL VISIT LATIN AMERICA TO CHOOSE YOUNG REPRESENTATIVE FOR SHOW'S 11TH ANNIVERSARY TELECAST

Howdy Doody and Clarabell will visit Latin America to choose a young boy to represent that area on the 11th anniversary telecast of "Howdy Doody" Saturday, Dec. 27 (10 a.m., EST) on the NBC-TV Network.

Howdy, the puppet, and Clarabell the Clown (played by Lew Anderson) will make the trip with Santa Claus on a Panagra Airlines flight. The party will leave New York Dec. 13 and distribute toys to orphans and needy children in four major cities before returning about a week later. Their itinerary includes Quito and Guayaquil, Ecaudor; Lima, Peru; and Panama City, Panama.

E. Roger Muir, producer of the "Howdy Doody" show, said the Latin American representative will be a guest in New York before and after the anniversary program. Representing North America on the show, Muir said, will be Tamra "Tammy" Marihugh, of Hollywood, Calif., winner of the "most winning smile" contest on Howdy's 10th anniversary last year.

"Howdy Doody," the longest-running children's TV show, began Dec. 27, 1947. The 11th anniversary program will be show number 2,252 in the series. Muir has been the producer of the show - and Buffalo Bob Smith has been its star throughout the run.

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Howdy Brody and Claraboll will rive t latin America to the House a poung for represent that area on the Alth Antiversary to the America (10, a.m., EST) on the carbondy to the test area of "Howdy boody" Batharday, Doc. 27 (10, a.m., EST) on the

Howdy, the pupper, and Ciarabell the Cleve (played tyr tewn derson) will make the trip with Santa Cleve on a Pantyra intiliace Eight, The party will leave Hew Mark Dea, literal distributor toys. corphans and nearly children in four major aithes before returning beat a week leter, wheir itinerary includes duite and Grayapully can remark the condrate who Grayapully

E. Roger Walty produces of the "Hordy Doody" show, said the stin American representative will be a guest in New York before and feer the analysramy program, Hopromenting Horth America on the hay, Muir said, will be Tames "Tames" Haringh, of Hallywood, Calif., inner of the "most winding smile" contest on Howdy's loth and severy set year.

"Howdy Doody," the lempest-running children's TV show, began et 27, 1947, The libb anniversary program will be enow buster , 252 in the series, lair has been the producer of the thou and antitale been the producer of the thou



# TRADE NEWS

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December 3, 1958

37 NEW MEMBERS TO BE WELCOMED INTO NBC'S 25-YEAR CLUB OF NEW YORK

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, will welcome 37 new members to NBC's 25-Year Club of New York at a luncheon in their honor Thursday, Dec. 4, at the Waldorf-Astoria Hotel. This year's group of new members is the largest since the club was started in 1951.

Robert E. Kintner, President of NBC, will present watches and certificates to the new members, and B. Lowell Jacobsen, Vice President, Personnel, will be master of ceremonies.

Entertainment at the luncheon will be provided by comedian Tom Poston of "The Steve Allen Show" and singer Betty Johnson, who is seen frequently on "The Jack Paar Show."

The new members, who will bring the total number of employees who have been with NBC for a quarter-century to 305, are:
Edward I. Broadhurst, Planning and Circulation, Corporate Relations;
Patrick Cahill, Studio and Theatre Operations; Charles H. Campbell,
Radio Technical Operations; Richard Close, Director of NBC Spot Sales;
James V. Coleman, Television Technical Operations; Charles H. College,
General Manager, RCA Broadcast and Television Equipment Division;

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Stanley Crabtree, Radio Network Operations; Francis R. Crowley, Studio and Theatre Operations; Edwin W. Deming Jr., Administration; Walter Hawes, Design, Art and Scenic Production; Stockton Helffrich, Director of Continuity Acceptance; John A. Hilton, Manager of Traffic and Lines; Martin Hoade, Public Affairs; Frederick W. Hoeflich, Engineering and Facilities Administration; Lee Jones, Station WRCA Program Production; Frederick G. Knopfke, Manager, Sound Effects; Michael Kopp, Engineering and Facilities Administration; George Lindberg, Engineering and Facilities Administration; Gilbert J. Markle, Radio Technical Operations.

Also, Edward J. McMahon, Studio and Theatre Operations;
Donald J. Mercer, Director of Station Relations; Daniel Murphy,
Station WRCA-TV Technical Operations; Albert Naszimento, Radio
Technical Operations; Albert Neu, Radio Technical Operations; Walter
O'Meara, Television Technical Operations; Barry T. Rumple, Manager
of Plans (Planning and Research); Robert S. Russell, Controllers;
Salvatore Salanitro, Engineering; William Simmons, Television
Technical Operations; Edwin Stolzenberger, Personnel; Carl E.
Sundstrom, Station WRCA-TV Technical Operations; William R. Thompson,
Administration-Engineering; John C. Treacy, Manager, Television Spot
Sales, Detroit; Albert E. Walker, Manager, Transportation; Clarence
Westover, Television Technical Operations; Edmund Whittaker, Radio
Technical Operations; and Louis A. Zangaro, Broadcast Central, Traffic
and Lines.

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NBC-New York, 12/3/58

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# VBC TELEVISION NETWORK



NEWS

December 3, 1958

-COLLEGE BASKETBALL

KENTUCKY-ST. LOUIS CONTEST LAUNCHES SATURDAY AFTERNOON GAME OF THE WEEK' SERIES ON NBC-TV NETWORK

NBC-TV Network launches its college basketball "Game of the Week" series <u>Saturday</u>, <u>Dec. 13</u> with Kentucky, the defending National Collegiate Athletic Association champion, playing St. Louis at Memorial Coliseum in Lexington, Ky.

The college court contests replace college football telecasts as NBC-TV's Saturday afternoon sports feature. Lindsey Nelson, who has been covering football for NBC-TV during the Fall, will be the college basketball commentator. TV time is 3 p.m., EST, with the tapoff following a few minutes later.

Kentucky captured an unprecedented fourth national champion-ship last season and Coach Adolph Rupp's Wildcats are expected to make another strong run for top honors. Kentucky has an All-America prospect in Johnny Cox. The Wildcats opened their campaign with a 91-68 victory over Florida State, with Cox scoring 27 points.

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### 2 - College Basketball

St. Louis, directed by a new coach, John Benington, also figures high in the national rankings. The Billikens have an abundance of height headed by 6-8 center Bob Ferry and 6-10 sophomore Bob Nordmann.

Perry Smith will produce the college basketball "Game of the Week" series.

Probable starting lineups and reserves:

No.	ST. LOUIS	Height		No.	KENTUCKY	Height
44	George Burkel	6-7	LF	24	Johnny Cox	6-4
32	Pete McCaffrey	6-5	RF	32	Bobby Slusher	6-4
43	Bob Ferry	6-8	C	52	Don Mills	6-6
55	Tom Smith	5-10	LG	44	Bill Lickert	6-3
33	Glen Mankowski	6-3	RG	50	Dick Parsons	5-10
15	Cal Burnett	6 <b>-</b> 5	Res.	4	Ned Jennings	6 <b>-</b> 8
34	Gordon Hartweger	6-4	Res.	10	Lowell Hughes	6-0
35	Steve Redshaw	6-5	Res.	12	Al Robinson	6-1
40	John Jones	5-11	Res.	14	Phil Johnson	6-5
42	Art Hambric	6-1	Res.	22	Sid Cohen	6-1
52	Rich Sanders	6-2	Res.	30	Bennie Coffman	6-0
54	Jim Dailey	5-10	Res.	54	Howard Dardeen	6-4
55	Bob Nordmann	6-10	Res.			

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NBC-New York, 12/3/58

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Bob Wordmann		Marie Comment			

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## NBC NEWS TO PRESENT SPECIAL TELECAST ON CIVIL RIGHTS HEARINGS IN ALABAMA

NBC News will present a special telecast on the Federal Civil Rights Commission hearings in Montgomery, Ala., Sunday, Dec. 14 (NBC-TV Network, 4:30-5 p.m., EST). NBC Newsman Frank McGee will be reporter.

The hearings, scheduled for Monday and Tuesday, Dec. 8 and 9, will investigate charges of denial of voting rights in Alabama, and represent the first direct action of the commission set up by President Eisenhower to bring about better enforcement of civil rights. Alabama authorities are challenging the Federal contention and charge inadmissible operations in the state by the FBI and other agencies.

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Inc hearings, schooling for forder and fursatay, Dec. S and 9, will investigate charges of lenial of voting rights is Alebams, and represent the first direct action of the commission set up by President Ricambower to bring about botter enforcement of vivil rights. Alabama authorities are challenging the Federal sententation and charge included in the scate by the IRI and other and charge agencies.

RALPH EDWARDS--IN VIDEOTAPED PEARL HARBOR 'THIS IS YOUR LIFE' SHOW--HONORS ADMIRAL FUQUA AND STARTS CAMPAIGN FOR U.S.S. ARIZONA SHRINE

The heroic story of Admiral Samuel G. Fuqua, Congressional Medal of Honor winner and one of the heroes of the U.S.S. Arizona, was videotaped by Ralph Edwards for his Wednesday, Dec. 3 "This is Your Life" program (NBC-TV Network, 10 p.m., EST) as a salute to the 1,102 men who died during the attack on Pearl Harbor on Dec. 7, 1941. The story of Admiral Fuqua's heroism preceded an appeal by Edwards for funds from the American people to make the site of the sinking of the Arizona a national shrine.

Taped on Monday, Dec. 1 at Pearl Harbor, at the exact hour of the day when the attack by the Japanese was staged, Edwards recreated the story of Fuqua's participation in the terrible morning. Then a lieutenant commander, Fuqua was knocked unconscious by a bomb explosion, shortly after the beginning of the attack. He regained consciousness 10 minutes later and began to direct fire-fighting aboard the stricken ship as well as to aid in removal of the wounded. Fuqua was the last man to leave the ship before it sank.

Shipmates from the Arizona, including the gunnery officer, Bruce D. Kelley, of Longbranch, Wash.; Chief Boatswain's Mate James L. Forbis, of Pleasure Ridge Park, Ky.; Aviation Ordinanceman Edward L. Wentzlaff, of Butterfield, Minn.; Commander Jennings Field, of South Bend, Ind.; Joseph H. Washington, of New York City; Capt. Dick Miller of the National War College, Washington, D.C., and many of Admiral Fuqua's friends and relatives appeared to assist Edwards in the telling of the story.

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Fuqua today is a professor of mathematics at Fork Union Military Academy in Palmyra, Va. He was surprised by Edwards as he stood saluting the flag on a wooden platform built over the exposed superstructure of the sunken Arizona. Fuqua believed he was taking part in a special filmed show for Pearl Harbor Day. Edwards told him his life story was about to be told and accompanied Fuqua back to the enlisted men's club at Block Arena, where the show was completed in the presence of 6,000 servicemen and their families.

The fund appeal was initiated by Edwards in cooperation with the U. S. Navy and the Committee for the Enshrinement of the Arizona. The public was asked to address contributions to the U.S.S. Arizona Pearl Harbor, Hawaii. Plans are to build a concrete wall around the sunken vessel in the shape of a battleship. This hull will be filled with dirt, and grass and flowers will be planted. A small chapel will then be built as a memorial to men lost with the sunken vessel (The Arizona is listed as still in commission in the U. S. Fleet. Her dead crew is still considered on active duty and the colors are still raised over her sunken hull every morning and lowered every night.) It is estimated that the enshrinement project will cost between \$500,000 and \$1,000,000.

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NBC-New York, 12/3/58

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\*\*\*\*\*ON THE NBC NEWSBEAT\*\*\*\*

23-CITY LECTURE TOUR SCHEDULED FOR SIX NBC NEWS CORRESPONDENTS
RETURNING TO U. S. FOR "PROJECTION '59" TELECAST

The six NBC News overseas correspondents who will return to the United States for the year-end presentation, "Projection '59" (NBC-TV Network as part of "NBC Kaleidoscope" series, <u>Sunday</u>, <u>Dec. 28</u>, 5-6 p.m., EST), will fan out on a 23-city lecture tour immediately after the telecast.

Cecil Brown, Edwin Newman, Joseph C. Harsch, John Rich, Irving R. Levine and Welles Hangen will, individually, visit the following cities from Dec. 29-Jan. 15: Rochester, Albany, Boston, Hartford, Minneapolis, Detroit, Baltimore, Chicago, Milwaukee, Indianapolis, Dayton, Atlanta, Nashville, Roanoke, Syracuse, Pittsburgh, Cleveland, Los Angeles, San Diego, San Francisco, Kansas City, Des Moines and Bakersfield (Calif.).

In addition, the six NBC Newsmen, plus Washington correspondent Herbert Kaplow -- now in South America preparing three stories for the "Chet Huntley Reporting" series -- will address the Foreign Policy Association luncheon at the Waldorf-Astoria Hotel in New York, Jan. 9.

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## TELEVISION NEWS

# NBC-TV NETWORK COLORCAST SCHEDULE Dec. 14-20 (All Times EST)

## Sunday, Dec. 14

- 5-6 p.m. -- The NBC Opera Company presents Gian Carlo Menotti's Christmas opera, "Amahl and the Night Visitors," with Kirk Jordan, Rosemary Kuhlmann, Andrew McKinley, Leon Lishner, David Aiken and Francis Monachino. Arlene Francis is hostess.
- 7-8 p.m. -- "The Hallmark Hall of Fame" presents 'The Christmas

  Tree, 'a special Yuletide colorcast entertainment written by

  Helen Deutsch, starring Ralph Bellamy, Carol Channing, Maurice

  Evans, Tom Poston, Cyril Ritchard, William Shatner and Jessica

  Tandy. Margaret Hamilton and Hiram Sherman are featured.
- 8-9 p.m. -- "The Steve Allen Show" -- tonight's guests are Ingrid Bergman (in a special filmed segment), Tony Bennett, Jonathan Winters and singer Clara Ward.
- 9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dinah's guests tonight are Shirley Temple, Shirley MacLaine and Tony Randall.

## Monday through Friday, Dec. 15-19

2-2:30 p.m. -- "Truth or Consequences," with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis," with Fred Robbins as emcee.

## Monday, Dec. 15

7:30-8 p.m. -- "Tic Tac Dough," with Win Elliot as host.

10-10:30 p.m. -- "The Arthur Murray Party," starring Kathryn and Arthur Murray, with guests.

(more)



### Tuesday, Dec. 16

8-9 p.m. -- "The George Gobel Show" -- George's guests tonight are Tennessee Ernie Ford, Jo Stafford, comedian Pat Buttram and the Rose Bowl queen and her court.

### Wednesday, Dec. 17

- 8:30-9 p.m. -- "The Price Is Right" -- starring Bill Cullen as emcee.
- 9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- tonight's guest is Eydie Gorme.

### Thursday, Dec. 18

10-10:30 p.m. -- "Masquerade Party," Bert Parks is host.

### Friday, Dec. 19

8-9 p.m. -- "Ellery Queen" -- George Nader stars as the famous writer-sleuth. Tonight's drama is "Paint the Town Black."

### Saturday, Dec. 20

8-9 p.m. -- "The Perry Como Show" -- two of the performers in Perry's Christmas show are the puppets Kukla and Ollie.

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NBC-New York, 12/3/58

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Gives Views on Subject in TV Guide Article

As a producer who has concentrated on the more cultural aspects of TV pro raiming, Robert Saudek is firmly optimistic about the upward trend in program quality.

Saudek, producer of "Omnibus," telecast on the NBC-TV Network on alternate Sundays (5-6 p.m., EST) gives his views on the subject in an article in the new issue of TV Guide (Dec. 6-12).

"Look at the actual TV schedule back in 1951 or '52," he says. "Then compare it with a schedule for 1957 or '58. You'll find a sharp upward trand in the number and quality of good programs."

He believes the viewing public has better taste than it is generally given credit for. The number of people who watch "Omnibus," a show considered long-hair, he says is "incredible."

A few weeks ago he hailed a taxi in Boston. "The driver," he says, "looked like a real tough character who would have been typecast in any gangster movie. He asked me what I do and I told him I produce 'Omnious.' 'When are you going to have Leonard Bernstein on again?' he wanted to know."

Asked to account for the continuing success of "Omnibus," now in its seventh consecutive year, Saudek says: "Because the variety of things we put into it is infinite. From the beginning we planned deliberately for 'Omnibus' to be a horn of plenty. Like any horn, it grows wider as you go on. Thus, 'Omnibus' has grown continually. I think the fact that we've never stinted on our budget is also important."

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As a pridice who are no concentrated on the more cultural option of a concentrate about the firming optimistic about the standard and the standard duality...

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## TELEVISION NEWS

CREDITS FOR THE NBC-TV NETWORK 'CHEVY SHOW'

COLORCAST STARRING SID CAESAR

TIME:

Colorcast on the NBC-TV Network Sunday,

Dec. 7, 9-10 p.m., EST.

CAST:

Starring Sid Caesar with Audrey Meadows,

Cliff Norton, The Szonys, Tony Scott

Quintet, Paul Weston and his Orchestra,

special added attraction Dolores Gray

and special guest star Paul Douglas.

PRODUCER-DIRECTOR:

Alan Handley.

WRITERS:

Larry Gelbart and Woody Allen.

SUPERVISOR FOR

SHELLRICK CORP .:

Hal Janis.

MUSIC DIRECTOR:

Paul Weston.

COSTUME DESIGNER:

Bob Fletcher.

SCENIC DESIGNER:

Don Shirley.

UNIT MANAGER:

Bill Lynch.

SPONSOR (AND AGENCY):

Chevrolet Division of General Motors

Corporation (Campbell-Ewald Company).

PRODUCTION BY:

Henry Jaffe Enterprises in cooperation

with Shellrick Corp. and the NBC-TV

Network.

ORIGINATION:

NBC-TV Network's Color Studios,

Brooklyn, N. Y.

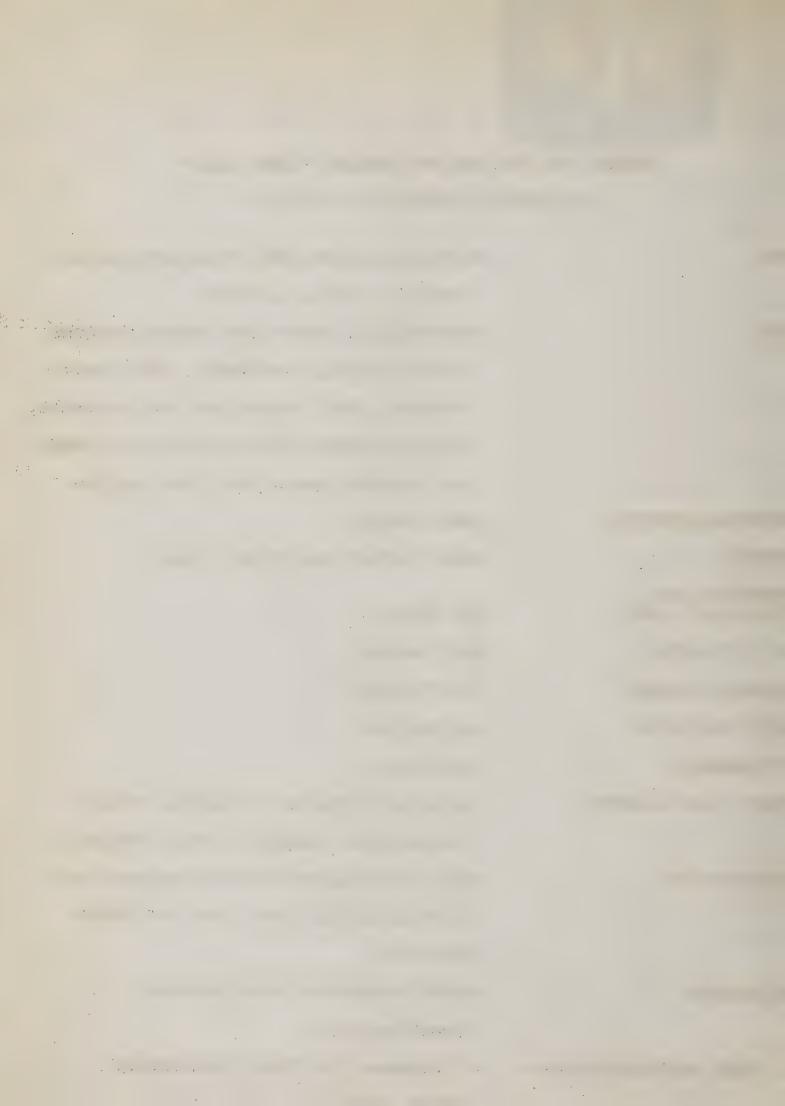
NBC PRESS REPRESENTATIVES:

All Cammann (New York) Dave Smith

(Hollywood).

NBC-New York, 12/3/58

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK





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December 4, 1958

ROBERT W. SARNOFF TELLS 37 NEW N.Y. MEMBERS OF NBC 25-YEAR CLUB THEY HAVE DEMONSTRATED THERE IS STABILITY AND SECURITY IN BROADCASTING

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, told 37 new members of NBC's 25-Year Club of New York today that they have "demonstrated that there is stability and security" in the broadcast medium.

Mr. Sarnoff welcomed the new members at a luncheon in their honor at the Waldorf-Astoria Hotel. Robert E. Kintner, President of NBC, presented watches and certificates to the new members who, together with 18 others outside of New York, represent the largest single group to join the club since it was started in 1951. Total membership in the 25-Year Club now numbers 305.

"I think that the size of this group, and the great range of your talents and specialties, point up something that many people do not realize," Mr. Sarnoff said.

"Many think of broadcasting as an activity marked by great turnover and insecurity. True, this is a dynamic, fast-moving business, with as many risks as opportunities. But you have demonstrated that there is also stability and security in broadcasting for those worthy of it."

Mr. Sarnoff pointed out that 25 years have produced revolutionary changes in the broadcasting industry, changes which the new members have helped to create.

(more)

#### 2 - Robert W. Sarnoff

"The years ahead," he said, "are filled with promise of greater expansion, greater progress and greater stability. We have already taken the first firm steps into the era of video tape and we have begun working on the international possibilities of television. I'm sure that in the future the number of men and women joining this elite group will be greater each year and I know NBC will be the stronger for it."

At the head table were Mr. Sarnoff; Mr. Kintner; David C. Adams, Executive Vice President, Corporate Relations; J. M. Clifford, Executive Vice President, Administration; Matthew J. Culligan, Executive Vice President, Radio Network; P.A. (Buddy) Sugg, Executive Vice President, Owned Stations and Spot Sales; B. Lowell Jacobsen, Vice President, Personnel, who was master of ceremonies; John K. West, Vice President, Pacific Division -- all of NBC; Edward M. Tuft, Vice President, Personnel, RCA; and comedian Tom Poston of "The Steve Allen Show." Kenneth W. Bilby, Executive Vice President, Public Relations, who was out of the city, sent greetings by telegram.

Mr. Poston and singer Betty Johnson, who is frequently seen on "The Jack Paar Show," entertained.

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NBC-New York, 12/4/58

"The years shoud," he seid, "are filted with premise of the appeared on, greater premises and premise chartens the have a fairs three first first afone into the are of video tage and we begun working on the international possibilitains of televicies. I sure that in the future the number of men and women joining filt te group will be greater each press and Through Will be the opining this."

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# BC TELEVISION NETWORK



NEWS

December 4, 1958

SIX NBC FOREIGN CORRESPONDENTS TO PARTICIPATE IN FOUR SPECIAL 'NBC NEWS HOT SEAT' PROGRAMS ON AREAS THEY COVER

Six NBC News foreign correspondents will participate in a series of four informal, unrehearsed 15-minute telecasts, Monday, Dec. 29; Tuesday, Dec. 30; Wednesday, Dec. 31; and Friday, Jan. 2.

The series, titled "NBC News Hot Seat" will be telecast from New York each day, 1:15-1:30 p.m., EST, over the NBC-TV Network.

The participants will be Cecil Brown, Joseph C. Harsch, Edwin Newman, Irving R. Levine, Welles Hangen and John Rich. One correspondent each day will be interviewed by two other members of the group, thus supplementing the reports they will give on NBC News year-end roundup, "Projection '59," Sunday, Dec. 28 (NBC-TV Network, 5-6 p.m., EST). They will be quizzed on various aspects of life in the area they cover.

The lineup for the "NBC News Hot Seat" telecasts:

Monday, Dec. 29 -- Cecil Brown (Tokyo) "in the hot seat," interviewed by Joseph C. Harsch (London) and Edwin Newman (Paris).

Tuesday, Dec. 30 -- Irving R. Levine (Moscow) "in the hot seat," interviewed by Brown and Newman.

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#### 2 - 'NBC News Hot Seat'

Wednesday, Dec. 31 -- Welles Hangen (Cairo) "in the hot seat," interviewed by Levine and Harsch.

Friday, Jan. 2 -- John Rich (Berlin) "in the hot seat," interviewed by Harsch and Levine.

"NBC News Hot Seat" will be produced by Chet Hagan and directed by Robert Priaulx.

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\*\*\*\*ON THE NBC NEWSBEAT\*\*\*\*

ARTIST TO COVER FILIBUSTER DEBATE FOR 'NBC NEWS' REPORT

Because of the rule barring photographers from the Senate floor, Reuven Frank, producer of "NBC News -- The Huntley-Brinkley Report," will utilize a novel technique to bring viewers an inside look at on-the-scene events when the Senate opens debate on Rule 22, the "filibuster rule." Frank has engaged famous illustrator Leo Hershfield to provide daily art work which will provide a close-up glimpse of the day-to-day developments.

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NBC-New York, 12/4/58

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Friday, Jen. 2 -- Sonn Rich (Berlin) ".a the hot seet; " interviewed by Marsell and Esythe.

"NEC News Mot Seat" will be produced by Cleat Regan and cored by Follock Prianly.

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ON THE HEC NEWSCHAPS

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# NBG RADIO NETWORK NEWS

BOB CONSIDINE TO HAVE KEY ROLE AS 'AUTHENTICATOR'

ON 'IMAGE RUSSIA'--FIRST 'AUDIO DOCUMENTARY'

OF SPECIAL SERIES ON THE NBC RADIO NETWORK

Bob Considine, one of the nation's top newsmen, has been signed for a key role in the presentation of "Image Russia," the first in the special series of "audio documentaries" which the NBC Radio Network is launching Jan. 7, it was announced today by Al Capstaff, executive producer of the new series.

To describe Considine's particular function on the program, the "Image Russia" production unit has coined a word -- "authenticator."

"In a sense, Bob Considine will be a moderator -- the anchor man of a panel of experts," Mr. Capstaff said. "He also will be a communicator, like our 'Monitor' communicators, in that he will be a link with the many persons interviewed in Russia, in Washington, and in London, Paris and other European capitals.

"But the scope of his role will be even greater. It will be his job to see that the various information and opinions expressed are given their proper perspective, regardless of the reputations of the persons making the statements.

"An 'authenticator,' therefore, is one whose experience and background qualifies him to determine the reliability and importance of each segment of material, so that all components of the program are kept in correct focus."

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### 2 - Bob Considine

Mr. Capstaff said NBC Radio is pleased to have Considine in the role of "authenticator." A distinguished reporter for many years and one of the most traveled men in his profession, Considine is an authority on the Soviet Union. Earlier this year he toured Russia and personally interviewed Nikita Khrushchev, as well as other Russian leaders. After the group he was with had returned to the United States, it published an uncensored account of life behind the Iron Curtain.

"Image Russia," which leads off the "NBC Image Series," will preempt "Nightline" Mondays through Thursdays from 8:30 to 10 p.m. It is estimated that this presentation will take about 30 hours of on-the-air programming extending over more than four weeks.

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NBC-New York, 12/4/58

Mr. Majorberf Said MEG Redio is pleased to have Considing the role of "authenticober." A distinguiried reporter for many are and one of the east traveled men in his preference, Considing is sutherify on the Soviet Union. Harlier this year he toured Hursia dependently intelless this well as other lighten as a personally intelless the was with had returned to the Makes aders. After the group he was with had returned to the Makes ates, it published an uncensored account of life behind the hear had

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. MEC-New York, 12/4/56

NEWS

# IBC TELEVISION NETWORK

SPECIAL HALF-HOUR PASADENA PROGRAM ON NEW YEAR'S DAY TO PREFACE TELECASTS OF ROSE PARADE AND SUGAR AND ROSE BOWL GAMES

Viewers of the NBC-TV Network will get their appetites whetted for the Tournament of Roses Parade and the Sugar and Rose Bowl games via a special half-hour program, 11:30 a.m.-12 noon, EST, Thursday, Jan. 1.

Before any of these events start, the special NBC-TV show will go behind the scenes to catch the last-minute preparations and to set the background for the coming spectacles.

At Pasadena, aerial views from NBC's helicopter will show the bustling panorama of activity below. Lee Giroux will take viewers on a tour of the Tournament of Roses assembly area and Jimmy Wallington will interview some of the participants getting ready to shove off in the line of march.

In the spacious Rose Bowl itself, sportscaster Chick Hearn will be seen in the cavernous stands almost by himself, introducing the scene which will be the setting hours later for the Iowa-California football game.

Another remote pick-up will go to the Sugar Bowl in New Orleans where Lindsey Nelson and Red Grange will describe pre-game activities there before the Louisiana State-Clemson game.

Back along the Tournament of Roses Parade route, Roy Neal and Betty White, co-emcees for the parade telecast, will detail activities from the NBC reviewing stand.

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#### 2 - Parade

In addition to the live pick-ups, filmed highlights from previous Tournament of Roses Parades will be shown in the half-hour program.

At 12 noon, NBC-TV's colorcast of the parade -- with coverage from the hovering helicopter -- will begin. It will run until approximately 1:30 p.m., EST.

Before the colorcast concludes, NBC-TV will playback -via video tape -- scenes from the parade showing floats which have
just been declared winners in the judging. The playback will be
minutes after the actual floats have been televised.

NBC-TV's Sugar Bowl telecast will begin at 1:45 p.m., EST, and the Rose Bowl classic at 4:45 p.m., EST.

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NBC-New York, 12/4/58

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MEG-TV's Sugar Lowl selector will begin as 1:45 p.m., E.T. bhe Rose Bowl classic at 4:45 p.m., USF.

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MEET THE PRESS! COMES UP WITH AN EXTRA SPECIAL HEADLINE GUEST--SENATOR HUMPHREY--WITHIN WEEK OF HIS MEETING WITH KHRUSHCHEV

"Meet the Press," which -- throughout its ll-year history -- has made a practice of presenting guests with a Page One story to tell, has surprised even its producer this week.

On <u>Sunday</u>, <u>Dec. 7</u>, "Meet the Press" will have as guest Sen.

Hubert H. Humphrey (D.-Minn.), who returns to the United States

Saturday after holding an eight-hour meeting with Soviet Premier Nikita

S. Khrushchev on Monday. (The program will be presented on the NBC-TV

Network, 6-6:30 p.m., EST; and on the NBC Radio Network as part of

"Monitor," 6:30-7 p.m., EST).

Producer Lawrence Spivak, expressing his delight at Sen.

Humphrey's upcoming appearance, said: "We knew that a Moscow visit was included on his itinerary, but had no idea that anything as startling as this would develop from it." Sen. Humphrey, in Moscow to sound out the Russians on the expansion of international cooperation to improve medical care, was summoned to the Kremlin without advance notice Monday afternoon.

During the eight-hour conference, Khrushchev discussed the growing Berlin controversy in great detail. Interviewed in Moscow, Sen. Humphrey said the situation was so delicate that he did not want to reveal the substance of his conversation with the Premier before he could report to Washington and obtain some guidance in evaluating his extensive notes.

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### 2 - 'Meet the Press'

Thus, the "Meet the Press" panel -- consisting of James Reston of the New York Times, Jack Bell of the Associated Press, May Craig of the Portland (Me.) Press Herald, and Mr. Spivak -- will be in the first wave of reporters to quiz the Senator on his experiences inside the Kremlin.

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\*\*\*\*ON THE NBC NEWSBEAT\*\*\*\*

#### ANXIOUS TO HELP A 'STRANGER'

NBC News' recent full-hour telecast on the long-neglected problems of the American Indian, titled "The American Stranger," has produced an outpouring of mail from all parts of the country. The theme of many of the letters has been "What can I do?" One typical example was a letter from the head of a men's Bible class in Philadelphia, asking for the location and other details of the Blackfeet tribe, and offering the services of his group in aiding the Indians.

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NBC-New York, 12/4/58

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#### SHIRLEY TEMPLE CHRISTMAS STORY IN AMERICAN HOME MAGAZINE

"Shirley Temple Tells a Christmas Story" in the December issue of the American Home Magazine, yet there is hardly a word in it about Santa Claus, Yule trees, carols or family reunion dinners.

Instead, this story by the star of NBC-TV

Network's "Shirley Temple's Storybook" concerns a tale
she told her three youngsters on an August afternoon
when they were caught in a violent wind and rainstorm
in a boat in the middle of California's Lake Tahoe. The
story is "filled with the meaning of Christmas," says
the former queen of child movie stars. She recalls that
the frightening circumstances of its telling made it
"one of the toughest presentations of my career."

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NBC-New York, 12/4/58

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ROBERT L. STONE ELECTED VICE PRESIDENT, FACILITIES OPERATIONS,

FOR THE NATIONAL BROADCASTING COMPANY

### FOR RELEASE MONDAY A.M., DECEMBER 8

Robert L. Stone, Vice President and General Manager of WABC-TV, New York, has been elected Vice President, Facilities Operations, for the National Broadcasting Company, by the NBC Board of Directors, Robert W. Sarnoff, Chairman of the Board, announced today.

Mr. Stone succeeds Charles H. Colledge, who has been appointed General Manager, Broadcast and Television Equipment Division, Radio Corporation of America. Mr. Stone's appointment is effective Jan. 12, 1959. He will report to Robert E. Kintner, 'President of NBC.

Mr. Stone, 36, served five years as a staff member of Cresap, McCormick & Paget, management consultants, before joining the American Broadcasting Company on Jan. 14, 1952, as Account Executive in Television Network Sales.

Within the following two years, he was appointed successively Business Manager of the ABC Television Network Sales Department,
Business Manager and then Director of the network's Television
Services Department. He became General Manager of WABC-TV in
September, 1955, and in February, 1957, was named a Vice President.

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### 2 - Robert L. Stone

During World War II, Mr. Stone served as a First Lieutenant with the Seventh Air Force and was awarded the Distinguished Flying Cross and Air Medal with eight Oak Leaf Clusters.

He is a native New Yorker, and attended Deerfield Academy and Williams College in Massachusetts. He lives in Manhattan with his wife Mary Lee and four children -- Robert, Peter, Betsy and Mary Patricia.

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loter, Dater and More Pair Cole.

# NBC TRADE NEWS

MOGEN DAVID WINE ACCELERATES 1959 NBC RADIO CAMPAIGN TO TAKE FULL ADVANTAGE OF NETWORK'S "ENGINEERED CIRCULATION" CONCEPT

The Mogen David Wine Corporation has greatly accelerated its 1959 campaign on NBC Radio to take full advantage of the network's "Engineered Circulation" concept, William K. McDaniel, Vice President in charge of Sales for the NBC Radio Network, announced today. This intensive campaign should make Mogen David one of the top six advertisers in network radio based on cumulative audience, he said.

The substantial increase was prompted by the success of Mogen David's advertising on NBC Radio this Fall, Mr. McDaniel said. The company began a 52-week campaign last Sept. 22 with a heavy schedule of one-minute and 30-second announcements in daytime and evening programs and "Monitor" on weekends.

The 1959 campaign, developed by Edward H. Weiss and Company of Chicago, will be keyed to the "Engineered Circulation" method of accelerating both the rate of purchase of a product and also the rate of consumption. The Mogen David Wine Corporation, Mr. McDaniel said, "recognizes the basic principle of 'Engineered Circulation' -- that the unused product in the home becomes a block to the next sale."

Accordingly, announcements stimulating the purchase of Mogen David's products will be run during daytime hours which, the client's own research has established, are the peak hours for buying wines. Another set of announcements suggesting that families serve Mogen David wine they have already purchased will be scheduled during late afternoon and evening hours and on weekends -- the times when research shows most wine is consumed.

---- NEC-New York, 12/5/58

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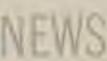
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# VBC TELEVISION NETWORK





December 5, 1958

### Attention, Sports Editors

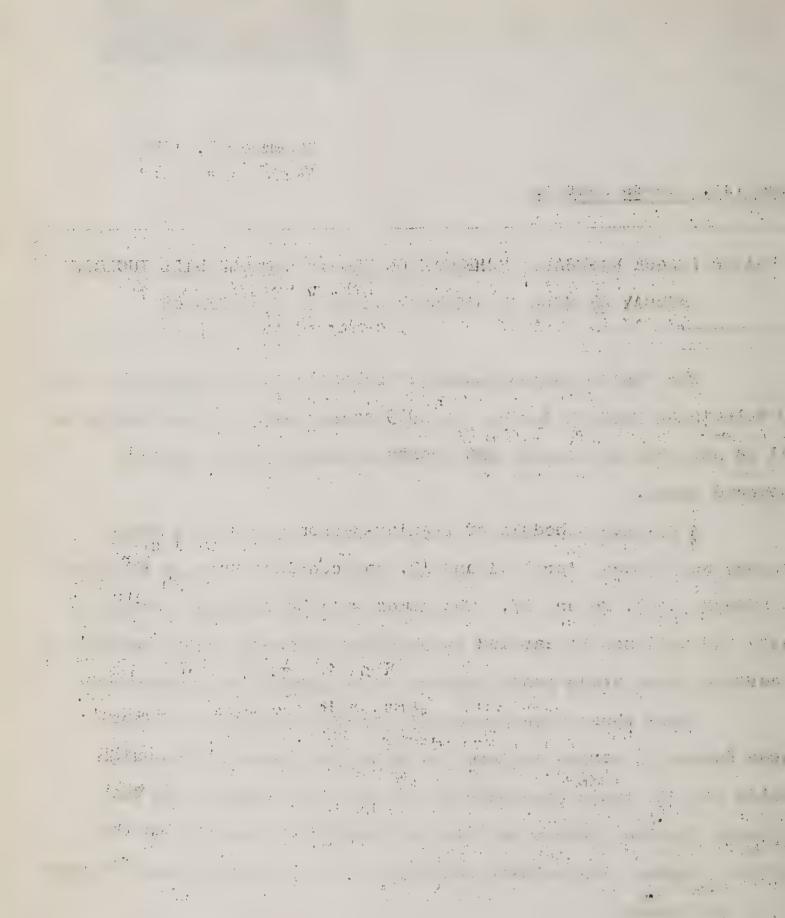
'MAJOR LEAGUE BASEBALL' SCHEDULE ON NBC-TV NETWORK WILL INCLUDE SUNDAY AS WELL AS SATURDAY GAMES IN 1959 SEASON

The "Major League Baseball" schedule to be presented by the NBC Television Network during the 1959 season will include Sunday as well as Saturday telecasts, NBC Sports Director Tom S. Gallery announced today.

A 50-game schedule of regular-season games will start
Saturday and Sunday, April 11 and 12, and continue through Saturday
and Sunday, Sept. 26 and 27. The games will be telecast coast-tocoast, but will not be carried by stations in major league markets or
in certain other areas restricted by major league team agreements.

Teams whose home games will be televised in the "Major League Baseball" series include the Milwaukee Braves, Pittsburgh Pirates and St. Louis Cardinals in the National League, and the Baltimore Orioles, Boston Red Sox and Washington Senators in the American League. Top pennant contenders in both leagues will be seen during the season.

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### TELEVISION NEWS

'THE FORD SHOW' TO BE COLORCAST STARTING CHRISTMAS NIGHT

"The Ford Show," starring the nation's number one peapicker -Tennessee Ernie Ford -- will become a colorcast series starting Christmas night Thursday, Dec. 25 (NBC-TV Network, 9:30 p.m., EST). Guests on that date will be Lassie and Jon Provost as a special Yule treat for youngsters.

The Top Twenty, a singing and precision group, are seen regularly on the weekly musical program. Cliffie Stone is producer.

NBC-New York, 12/5/58



STAYOVER IN EUROPE POSTPONES SEN. HUMPHREY'S "MEET THE PRESS" DATE; CHOICE OF TWO OTHER TIMELY FEATURES TO BE MADE FOR DEC. 7 PROGRAM

Due to a stayover in Europe, Senator Hubert H. Humphrey (D.-Minn.) will not appear on "Meet the Press" this weekend as previously announced. His interview will be rescheduled at an early date.

Senator Humphrey, scheduled to appear on the <u>Sunday</u>, <u>Dec. 7</u> program (NBC-TV Network, 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST), cannot return to this country as originally planned because of the necessity of conferring with top British officials before coming back to the United States. Immediately upon his return, he is now scheduled to confer with President Eisenhower and Secretary of State Dulles to report on his extraordinary eighthour conference with Soviet Premier Khrushchev.

If the rumored Army moonshoot takes place and is successful, Dr. Wernher Von Braun, the Army's top rocket expert, will "Meet the Press" Sunday, Dec. 7.

If the moonshoot is not carried out successfully, "Meet the Press" will have as its guest Senator Michael J. Mansfield (D.-Mont.), majority whip of the Senate and one of the top members of the Foreign Relations Committee.

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### TELEVISION NEWS

December 8, 1958

SIR LAURENCE OLIVIER TO STAR IN SPECIAL 90-MINUTE NBC-TV COLORCAST

OF SOMERSET MAUGHAM'S "THE MOON AND SIXPENCE"

Drama to Mark Noted Actor's First Role in American TV Production

Sir Laurence Olivier has signed to star on the NBC Television Network in a special 90-minute colorcast of Somerset Maugham's "The Moon and Sixpence," it was announced today by Robert F. Lewine, NBC Vice President, Television Network Programs.

"The Moon and Sixpence" will mark the distinguished British star's first appearance in an American television production. It will be his only television appearance in 1959.

"The Moon and Sixpence" will be produced by David Susskind for Talent Associates, adapted by novelist-playwright Don Mankiewicz and directed by Robert Mulligan.

Rehearsals for "The Moon and Sixpence," which will be video-taped in New York, begin this week. The date of the colorcast will be announced in the near future.

TV production rights for "The Moon and Sixpence" were acquired through Ann Marlowe, who represents Mr. Maugham in this country.

(more)



### 2 - 'The Moon and Sixpence'

Sir Laurence is best known for his herculean efforts to prove Shakespeare can be translated into popular screen entertainment. His three-hour filmed production of the Bard's "Richard III" was presented on NBC-TV on March 11, 1956.

His films, "Henry V" and "Hamlet," won six Oscars between them. Sir Laurence's most recent Broadway appearance was in John Osborne's "The Entertainer." His movie credits include "Wuthering Heights," "That Hamilton Woman" and "Rebecca."

In 1947, he was knighted for service to the theatre.

Susskind and Mulligan, one of TV's foremost directors, collaborated in the TV productions of "The Bridge of San Luis Rey," "A Tale of Two Cities" and "The Member of the Wedding."

Mankiewicz, who wrote the Harper Prize novel,
"Trial," is also a noted screen writer. His most recent
screen play was the Susan Hayward movie, "I Want to Live."

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NBC-New York, 12/8/58

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Two 'Firsts'

## NBC'S PAULINE FREDERICK IS ELECTED PRESIDENT OF UN CORRESPONDENTS ASSOCIATION

NBC News UN Correspondent Pauline Frederick was elected President of the United Nations Correspondents Association on Friday, Dec. 5. Miss Frederick is the first woman and the first radio or television correspondent to hold the office. Two hundred members of the association voted:

Born in Gallitzin, Pa., Miss Frederick began her news career with the Washington Star and the North American News Alliance. With NBC, she has appeared on virtually every news program including "Comment," "Meet the Press," "NBC News -- The Huntley-Brinkley Report," "Today," "Nightline" and "Life and the World," as well as her NBC Radio hourly newscasts. She has covered the Korean, Suez, Hungarian and Middle East crises, as well as the national political conventions, elections and inaugurations since 1944.

Her awards include the George Foster Peabody Award for her contribution to international understanding in covering the UN, Theta Sigma Phi National Headliner Award as the outstanding woman in radio, McCall's Golden Mike Award as the outstanding woman in radio and television, Radio Daily's All American Award as "Woman of the Year," the Philadelphia Club of Advertising Women Award as the "Outstanding Woman of 1956," and a special citation for her UN coverage from the General Federation of Women's Clubs.

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# VBC TELEVISION NETWORK

'QUEEN FOR A DAY' TO VISIT ANN ARBOR, DETROIT AND CHICAGO,
TYING-IN WITH MARCH OF DIMES IN LATTER TWO CITIES

"Queen For A Day" (NBC-TV Network, Mondays through Fridays, 4 p.m., EST) will originate in Ann Arbor, Mich., Detroit, Mich., and Chicago, Ill., during two January weeks when Jack Bailey takes his audience-participation show on the road. The Detroit and Chicago appearances will be in connection with the kickoff of the March of Dimes fundraising campaign.

Ann Arbor originations will take place on Monday and Tuesday, Jan. 5-6. On the second day, a University of Michigan "college queen" will be elected on the show.

The Detroit originations are scheduled for Wednesday through Friday, Jan. 7-9. "Queen For A Day" then will move to Chicago, for the telecasts of Monday through Friday, Jan. 12-16.

The series' regular origination point is Hollywood.

NBC-New York, 12/8/58

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CREDITS FOR COLORCAST OF 'AMAHL AND THE NIGHT VISITORS'

Following are cast and credits for the ninth presentation of Gian Carlo Menotti's Christmas opera, "Amahl and the Night Visitors," by the NBC Opera Company Sunday, Dec. 14 (NBC-TV Network colorcast, 5-6 p.m., EST).

#### CAST

The Mother	.Kirk Jordan .Leon Lishner .Andrew McKinley .David Aiken .Francis Monachino
Conductor	.Herbert Grossman
HOSTESS	.Arlene Francis
CREDITS	
Producer. Director. Composer and Librettist. Sets. Costumes. Audio director. Assistant director. Unit Manager. Artistic director, NBC Opera Company.	Jean-Claude Schwartz Gian Carlo Menotti Otis Riggs Eugene Berman David Sarser Paul Freeman Douglas Lutz
SPONSOR	Pontiac Division of General Motors

NBC-New York, 12/8/58

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#### THE NBC WEEK-END RADIO SERVICE

Attention, Sports Editors

SPECIAL 50-MINUTE PROGRAM WILL START "MONITOR'S" 3-DAY COVERAGE
OF NEW YORK BOAT SHOW WITH DAVE GARROWAY AS EMCEE

A special 50-minute radio show, featuring Guy Lombardo's Orchestra and Dave Garroway, will kick off the three-day coverage of the New York Boat Show by the NBC Radio Network's "Monitor" Friday, Jan. 16 (9:05 p.m. to 9:55 p.m., EST).

The program will originate "live" at the New York Coliseum.

Al Capstaff, executive producer of "Monitor," said the show will have a nautical theme, with music and interviews based on the great

American sport of boating. Dave Garroway will be master of ceremonies, and Ben Grauer and Hugh Downs will cover the highlights of the extensive exhibits of boats and marine accessories.

A series of interviews on nautical subjects will be broad-cast direct from the Coliseum on "Monitor" Jan. 17 and Jan. 18.

Topics will include the use of new materials for boats, designing trends for increasing the safety of boating, the military uses of outboard motors, U. S. Weather Bureau reports, and the availability of food, fuel and supply facilities along American waterways.

Sponsor of the three-day coverage is the Aluminum Company of America, which also will sponsor "Monitor" reports from the Chicago Boat Show on Feb. 7-8.

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December 9, 1958

LIGGETT & MYERS AND MERCURY WILL CO-SPONSOR COVERAGE
OF PRO BOWL GRID CONTEST ON NBC-TV NETWORK

Telecasts of 7 Post-Season Games Now Fully Sold Out

The Liggett & Myers Tobacco Company and the Mercury Division of the Ford Motor Company have signed to co-sponsor the NBC-TV Network's coverage of the Pro Bowl Game, bringing to a complete sellout all seven post-season football telecasts on the network. The new purchase was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The annual Pro Bowl Game, which features top players of the Eastern and Western Conferences of the National Football League, will be televised from the Los Angeles Coliseum Sunday, Jan. 11 (4 p.m., EST). This will be the second consecutive year that the two advertisers have sponsored the contest on NBC-TV.

The advertising agency for Liggett & Myers is Dancer-Fitzgerald-Sample, Inc. Kenyon and Eckhardt, Inc., represents Mercury.

The other post-season football games to be telecast by NBC-TV and the sponsors are:

Blue-Gray Game <u>Saturday</u>, <u>Dec. 27</u> (1:45 p.m., EST)
-- Gillette Safety Razor Company.

(more)

EST) -- Savings and Loan Foundation will sponsor one-half of the telecast, and the R. J. Reynolds Tobacco Company and Whitehall Laboratories each will sponsor one-quarter of the program.

National Football League Championship Game <u>Sunday</u>, <u>Dec. 28</u> (1:45 p.m., EST) -- Philip Morris, Inc., will sponsor one-half of the telecast, and Clinton Engines Corporation and Hygrade Food Products each will sponsor one-quarter of the program.

Sugar Bowl Game New Year's Day, Thursday, Jan 1 (1:45 p.m., EST) -- Bayuk Cigars, Inc.

Rose Bowl Game New Year's Day, Thursday, Jan. 1
(4:45 p.m., EST) -- Gillette Safety Razor Company.

The Senior Bowl Game Saturday, Jan. 3 (3 p.m., EST) -- Bayuk Cigars, Inc.

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NBC-New York, 12/9/58

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December 9, 1958

NBC RADIO NETWORK ANNOUNCES SALES TOTALING \$1,723,000 NET REVENUE IN PAST THREE WEEKS; CAMPAIGNS STILL BEING ORDERED FOR 1958 USE

Even this late in 1958, advertisers still are ordering campaigns to be run on NBC Radio before the end of the year, William K. McDaniel, Vice President in charge of Sales for the NBC Radio Network, noted today in announcing business totaling \$1,723,000 in net revenue which NBC has received during the past three weeks.

(more)

#### A & P COFFEE'S DRAMATIC USE OF NETWORK RADIO

A dramatic example of network radio's speed and flexibility was the one-day campaign for A and P Coffee which ran on the NBC Radio Network Monday, Dec. 8. The \$20,000 order for 19 one-minute announcements in daytime programs, "Life and the World" and "Nightline," was received by NBC Radio after 5 p.m., the previous Friday. The announcements were carried by most of the NBC Radio Network affiliated stations, despite the short notice. Paris and Peart, Inc., was the agency through which the order was placed.

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#### 2 - Radio Sales

"There could be no better proof of how useful the flexibility of network radio is to advertisers than the orders we have
received from the William Wrigley Jr. Company, the Whitehouse Company,
the Savings and Loan Foundation, Inc., and other companies," he
said.

The mounting volume of business also includes substantial orders for 1959, among them a 52-week order from Waverly Fabrics and renewal orders of 52 weeks each from the Allis-Chalmers Manufacturing Company and the Lewis-Howe Company.

The Savings and Loan Foundation, as a result of its outstanding success through the use of NBC Radio's "National-Local Plan" last June, has ordered half-sponsorship of the East-West post-season football game on Dec. 27. The order was placed through McCann-Erickson, Inc. It is expected that hundreds of Savings and Loan Associations throughout the country again will buy announcements tying-in with the national commercials.

Last Summer, according to George A. Graham Jr., Director of NBC Radio Sales Planning, "105 individual Association members actively participated in the National-Local Plan on NBC Radio and used over 3,500 special local announcements related to the network campaign."

Keying its advertising to the holiday season, the Whitehouse Company, through Victor and Richards, Inc., purchased three 10-minute segments in "Monitor" on Dec. 6 and 7 to boost sales of recordings of Christmas music.

The William Wrigley Jr. Company, as previously announced, ordered approximately 100 announcements for Wrigley's Spearmint Chewing Gum to be run during the first three weeks of December. The Agency is Arthur Meyerhoff and Company of Chicago.

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#### 3 - Radio Sales

Waverly Fabrics, through Ehrlich, Neuwirth and Sobo, Inc., ordered two five-minute segments in "Nightline" a week for 52 weeks, starting Jan. 5.

Other advertisers placing new orders and their agencies are:

The Mogen David Wine Corporation, through Edward H. Weiss and Company of Chicago -- anincrease in its schedule to take full advantage of NBC Radio's "Engineered Circulation" concept.

Marlboro Cigarettes, through the Leo Burnett Company, Inc. -- sponsorship of one-half of the National Football League champion-ship game on Dec. 28.

Raybestos Division of Ray-Bestos-Manhattan, Inc., through Gray and Rogers -- a 14-week schedule of "Monitor" sports segments, beginning May 2.

Time Magazine, through Joe Gans and Company, Inc., -three one-minute announcements in "Nightline" during the week of
Nov. 17.

The Academy of Motion Picture Arts and Sciences -- the presentation of Academy Awards on April 6.

Magla Products, through the Edward Lieb Advertising Agency -- four 30-second announcements in April and May.

The Allis-Chalmers Manufacturing Company renewed sponsorship of "The National Farm and Home Hour" for 52 weeks, starting Jan. 3. The order was placed through Bert S. Gittins Advertising, Inc.

The Lewis-Howe Company, through McCann-Erickson, Inc., renewed quarter-sponsorship of "NBC News-on-the-Hour" for 52 weeks, effective Jan. 5.

NBC-New York, 12/9/58

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### TELEVISION NEWS

December 9, 1958

- AN EVENING WITH FRED ASTAIRE! TO BE PRESENTED AGAIN \_\_

Program Acclaimed as One of Greatest Hours
In TV History Will Be Colorcast Jan. 28

"An Evening with Fred Astaire," unanimously acclaimed by viewers and critics as one of the greatest hours in television history, will be presented for the second time on the NBC-TV Network, Wednesday, Jan. 28 (color video tape, 10-11 p.m., EST).

The repeat colorcast again will be sponsored by the Chrysler Corporation through Leo Burnett Company, Inc., agency.

"An Evening with Fred Astaire," originally presented on NBC-TV last Oct. 17, marked the first time the famous screen star had appeared on his own network show. The program stars Astaire with the Jonah Jones Quartet, David Rose and his orchestra, Barrie Chase, who made her TV debut as Astaire's dance partner, and a 16-member mixed dancing group.

Alan "Bud" Yorkin is producer-director of "An Evening with Fred Astaire." Hermes Pan is choreographer, David Rose music director and John H. Christ executive producer for the agency. Herbert Baker wrote special material. The show was produced by Ava Productions, Inc., in association with the NBC-TV Network.

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SEN. HUMPHREY WILL 'MEET THE PRESS' SUNDAY, DEC. 14
ON SUBJECT OF HIS LONG CONFERENCE WITH KHRUSHCHEV

Senator Hubert H. Humphrey, unable to discuss his extraordinary eight-hour conference with Soviet Premier Khrushchev on last Sunday's "Meet the Press" because of official commitments, will appear on the program <u>Sunday</u>, <u>Dec. 14</u> (NBC-TV Network, 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST). Sen. Humphrey's scheduled Dec. 7 appearance was postponed when his trip abroad was extended over last weekend.

Interviewing Sen. Humphrey on his meeting of last week with the top Soviet official will be Jack Bell of the Associated Press, Clifton Daniel of the New York Times, William Randolph Hearst Jr., Hearst Newspapers, and Lawrence Spivak, producer and permanent panelist of "Meet the Press." The program will originate live from New York. Ned Brooks will moderate.

"Meet the Press" is a Public Affairs presentation of NBC News.

NBC-New York, 12/9/58

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# VBC TELEVISION NETWORK

MONDAY, TUESDAY AND WEDNESDAY PROGRAMS OF 'JACK PAAR SHOW'
WILL BE VIDEO-TAPED FOR TELECAST ON SAME NIGHTS

Thursday and Friday Night Programs to Be Presented Live

"The Jack Paar Show," television's outstanding lateevening program, will be video-taped three nights a week beginning

Monday, Jan. 12, it was announced today by Robert F. Lewine, NBC

Vice President in Charge of Television Network Programs.

Effective that date, the Monday, Tuesday and Wednesday night programs will be taped from 8:15 to 10 p.m. (New York time) for telecast the same night from ll:15 p.m. to l a.m. (New York time). The Thursday and Friday night shows will continue to originate live in the ll:15 p.m. to l a.m. time period.

"The decision to video-tape the Monday, Tuesday and Wednesday night programs was made to permit Jack to enjoy a more flexible work schedule and to accommodate earlier audiences," Mr. Lewine said. "Since live and taped television are equal in quality, there will be absolutely no difference between the taped Monday-through-Wednesday programs and the live Thursday and Friday shows. Through the use of tape we will be able to retain the informality and spontaneity that have contributed so much to the success of 'The Jack Paar Show.'"

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#### 2 - 'The Jack Paar Show'

On Dec. 29, "The Jack Paar Show" will switch origination sites in New York, moving from the Hudson Theatre to Studio 6B in the RCA Building. The move is being made to provide more comfort for the studio audiences.

"The Jack Paar Show" is telecast on the NBC Television Network Monday through Friday (11:15 p.m. to 1 a.m., New York time).

NBC-New York, 12/9/58

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### TELEVISION NEWS

JUDITH ANDERSON, HUME CRONYN AND JESSICA TANDY TO JOIN SIR LAURENCE OLIVIER IN 'THE MOON AND SIXPENCE' CAST

Sir Laurence Olivier will have a stellar cast beside him when he makes his American TV debut in "The Moon and Sixpence" on the NBC-TV Network (date to be announced.)

Judith Anderson, Hume Cronyn and Jessica Tandy have agreed to appear in the 90-minute colorcast, which will be produced, by David Susskind for Talent Associates.

Miss Anderson, world renowned actress, has been widely acclaimed for her stage portrayal of Medea. NBC-TV viewers recall her role as Lady Macbeth on "The Hallmark Hall of Fame" in 1955. She has distinguished herself on the stage in Eugene O'Neill's "Mourning Becomes Electra" and "Strange Interlude," the Pulitzer Prize-winning "The Old Maid," and most recently in "Comes a Day." She played the sinister housekeeper, Mrs. Danvers, in the film, "Rebecca."

Hume Cronyn and Jessica Tandy -- one of the outstanding husband-and-wife teams in showbusiness, recently starred in "The Man in the Dog Suit" on Broadway. Their longest-running Broadway hit was "The Fourposter."

Cronyn is a writer and director, as well as an actor of note. He wrote the screenplays for two Hitchcock films -- "Rope" and "Under Capricorn." He directed the movie "Hilda Crane," which starred his wife. Miss Tandy had the role of Blanche Dubois in Tennessee William's "Streetcar Named Desire" for two years on Broadway.

NBC-New York, 12/9/58



2 COPIES X-H

December 10, 1958

'TWILL BE A VERY MERRY YULE SEASON WITH MANY SPECIAL PROGRAMS ON THE NBC-TV NETWORK SCHEDULE

The NBC-TV Network will help set the 1958 Christmas season aglow with a series of Yuletide specials starting with "Amahl and the Night Visitors" Dec. 14, and winding up with the Rose Bowl game Jan. 1.

Its bulging bag of Christmas treats holds something for everyone -- drama, song, dance, fantasy, religion, sports and music. Entertainment luminaries on the Yule season schedule include Shirley Temple, Gene Kelly, Ralph Bellamy, Carol Channing, Maurice Evans, Tom Poston, Cyril Ritchard, Arlene Francis, William Shatner, Jessica Tandy, Margaret Hamilton and Hiram Sherman.

'Twill be ll nights before Christmas when "Amahl and the Night Visitors" returns to NBC-TV for the ninth straight year. The Gian Carlo Menotti opera will open the holiday season <u>Sunday</u>, <u>Dec. 14</u> (5-6 p.m., EST, colorcast). Arlene Francis, who is currently appearing on Broadway in "Once More, With Feeling," will act as hostess.

"The Hallmark Hall of Fame" will light up "The Christmas

Tree," a full-hour color production, Sunday, Dec. 14 (7-8 p.m., EST).

The holiday divertissement, fashioned by writer Helen Deutsch, boasts

(more)

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#### 2 - Yule Programs

an all-star cast right from the glittering marquees of Broadway -Ralph Bellamy, Carol Channing, Maurice Evans, Tom Poston, Cyril
Ritchard, William Shatner, Jessica Tandy, Margaret Hamilton and
Hiram Sherman.

The production includes pantomime, light and serious dramatic segments, ice-skating and music.

Dance impresario Gene Kelly will add to the holiday festivities with a production of "Dancing Is a Man's Game" on "Omnibus" Sunday, Dec. 21 (5-6 p.m., EST). Kelly wrote the show. He will narrate it and star in it as well.

For the young in heart, there's "Mother Goose" a colorcast on "Shirley Temple's Storybook," <u>Sunday</u>, <u>Dec. 21</u> (8-9 p.m., EST). Elsa Lanchester stars as Mother Goose. Miss Temple will portray Polly Baker. Her three youngsters, Linda Susan, 10; Charles, 6, and Lori, 4, will make their TV debut in "Mother Goose."

The network will telecast Midnight Mass at St. Patrick's Cathedral in New York City from 12 midnight to 1:45 a.m., EST, Christmas Eve, Wednesday, Dec. 24.

The Protestant Church service on Christmas Day, Thursday, Dec. 25, will be telecast from Washington Cathedral (Episcopal) in Washington, D. C., from 9 to 10 a.m., EST.

The two church telecasts are annual presentations of the NBC Public Affairs Department.

NBC-TV will telecast the annual Christmas tree lighting ceremony at the White House in Washington, D. C., on Christmas Day, Thursday, Dec. 25 from 5-5:30 p.m., EST. President Eisenhower will throw the switch lighting the tree.

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#### 3 - Yule Programs

The network will kick off its holiday football roster with a telecast of the Blue-Gray All-Star Game and the East-West Shrine Game on Saturday, Dec. 27. The 21st annual Blue-Gray Game, will be played in Cramton Bowl, Montgomery, Ala. Kezar Stadium, San Francisco, Calif., will be the scene of the 34th annual East-West Game.

Eleven NBC News correspondents -- six foreign and five domestic -- will take time out from their usual beats <u>Sunday</u>, <u>Dec. 28</u> to appear on "Projection '59" on "NBC Kaleidoscope" (5-6 p.m., EST). They will analyze news events of 1958 and forecast news trends of the coming year.

NBC-TV will carry the National Football League Championship game on Sunday, Dec. 28 (1:45 p.m., EST). The title contest will take place in the park of the still undecided Eastern Conference winner -- either the Cleveland Browns or New York Giants -- with the Baltimore Colts, the Western Conference titleholder, as the visiting team.

New Year's Day is synonomous with the Tournament of Roses

Parade, but this year something new has been added. The nation will

get its first airborne view of the 70-year-old event when NBC-TV tele
casts it from a helicopter. Viewers will see the colorcast pro
cession from 12 noon to 1:30 p.m., EST.

The network will ring in the New Year with the Sugar Bowl telecast. Undefeated Louisiana State, the nation's No. 1 team, will play Clemson, Atlantic Coast Conference winner, in New Orleans! Sugar Bowl. Telecast time is 1:45 p.m., EST. Game time is 2 p.m., EST.

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The network will blok off its heliday football rester with east of the she sheet Ali-Star Game and the Sour-Nest Shrine no Saturday. Dec. 27. The Elict enough Blue-Gray Game, will be ayed in Cramton Bowl, Moneyomery, Ala. Hewar Stadium, San incised, Calif., will be the seene of the 34th among Larr-Nest

Fleven HEG Work correspondents -- min foreign and five mercie -- will take wine out from their usual beats <u>Sunday, Dec. 28</u> appear on "Frojectics 159" on "HeG Kaleidencope" (5-6 p.m., MET).

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#### 4 - Yule Program

The telecast of the 45th annual Rose Bowl contest gets under way at 4:45 p.m., EST, on Thursday, Jan. 1, with Iowa and California as gridiron opponents. Iowa, the Big Ten Conference winner, is the Nation's No. 2 team. California is the champ of the Pacific Coast Conference.

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"THE FORD SHOW" STARTS ITS COLORCAST SCHEDULE CHRISTMAS NIGHT;
JON PROVOST, TENNESSEE ERNIE'S TWO SONS AND LASSIE ON SHOW

Jon Provost and Lassie, guests on "The Ford Show" will be joined by Tennessee Ernie's two sons Buck, 8, and Brion, 6, and the children of the members of the Top Twenty on Christmas Night, Thursday, Dec. 25 (NBC-TV Network colorcast, 9:30 p.m., EST). The series becomes a regular colorcast feature with the program of this date.

Ernie will sing "Over the River and Through the Woods" and the entire cast will join in a medley of Christmas carols. Ernie will read from the Bible, as he has done for the past two years, with everyone gathered around a Christmas tree in a living-room set.

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## VBC TELEVISION NETWORK



NEWS

NBC NEWS TO PRESENT TWO-PART 'CHET HUNTLEY REPORTING' FEATURE ON ARGENTINA'S ATTEMPT TO RECOVER FROM RESULTS OF PERON RULE

NBC News will present a two-part case study of Argentina's attempt to recover from the economic, moral and physical drain resulting from the 10-year Peron regime Sundays, Dec. 14 and 21, on "Chet Huntley Reporting" (NBC-TV Network, 6:30-7 p.m., EST).

NBC News Washington correspondent Herbert Kaplow and Rome cameraman Edmondo Ricci have prepared the story of a nation ridden with an inflationary problem so severe that the entire future of the country is in doubt: A low-priced American car sells for \$25,000, people make daily trips to the Cambio (money exchange center) to check the latest exchange rate and learn if their funds have again depreciated in value, and the unions -- which are mostly Peronista -- maintain constant agitation against the high cost of living, specifically, and the regime of President Arturo Frondisi, in general.

Interviews will be shown with Frondisi, former provisional President Pedro Aramburu, and with representative members of the Peronista and anti-Peron factions.

Reuven Frank produces "Chet Huntley Reporting." Eliot Frankel is associate producer.

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## TELEVISION NEWS

CORRECTION, PLEASE, FOR 'THE MOON AND SIXPENCE'

Jessica Tandy will not appear in the forthcoming NBC-TV Network colorcast of "The Moon and Sixpence" as announced in the NBC Daily News Report (dated 12/9/58).

ABBEY THEATRE'S CYRIL CUSACK ADDED TO CAST

OF "THE MOON AND SIXPENCE"

Cyril Cusack, a star of Ireland's Abbey Theatre for 14 years, has been added to the cast of "The Moon and Sixpence" (NBC-TV Network colorcast on a date to be announced).

Cusack appeared on Broadway last season in Eugene O'Neill's "A Moon for the Misbegotten." He is the founder of the Dublin Gaiety Theatre. His films include "Odd Man Out" and "The Blue Lagoon."

As previously announced, Sir Laurence Olivier will star in "The Moon and Sixpence," and his supporting cast will include Judith Anderson and Hume Cronyn.

NBC-New York, 12/10/58



December 10, 1958

FACES IN HOLIDAY CROWDS OF 10 U. S. CITIES TO BE PICKED UP
IN 'CHRISTMAS CARD' VIGNETTES ON 'TODAY' TELECASTS

Faces from holiday crowds in 10 American cities will become "living Christmas cards" for the millions of people watching Dave Garroway's "Today" program during the two-week Yuletide season from Monday, Dec. 22 to Friday, Jan. 2. ("Today" is telecast on the NBC-TV Network Mondays through Fridays, 7-9 a.m., EST).

"Today" will do a remote pick up from a different city each day with cameras set up in department store windows or other locations in the busy shopping centers. Several times during the two-hours of each program "happy similing faces" will be telecast -- individually and in groups.

By means of a special mechanical camera device, faces will appear on television receivers framed in a variety of Christmas card vignettes. Dave Garroway in the New York studio will offer a background narration of appropriate holiday greetings.

(more)

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 The dates and cities for the "Christmas card" segments are: Dec. 22, Omaha; Dec. 23, Syracuse; Dec. 24, Los Angeles; Dec. 25, Washington, D. C.; Dec. 26, Detroit; Dec. 29, Oklahoma City; Dec. 30, Cincinatti; Dec. 31, Salt Lake City; Jan. 1, New York City, and Jan. 2, Chicago.

Dave Garroway said, "We think this is a good way of letting people in 10 metropolitan areas -- we wish there could be more -- send their smiles and special Christmas cheer to friends and acquaintances all across the nation.

It's a sort of 'people to people' idea which is good anytime but especially means a lot this time of year."

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NBC-New York, 12/10/58

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Dave Carrowsy said, "he thank this to a good way of lotating people in 10 metropolation areas -- he which there could be more -- send their culton and special Ohnlebnac can be for the ends and acquainfunction with compaction with a serb of special people to people then which is good any
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CREDITS FOR 'HALLMARK HALL OF FAME' PRODUCTION OF 'THE CHRISTMAS TREE,'
LIVE COLORCAST ON NBC-TV NETWORK SUNDAY, DEC. 14 (7-8 P.M., EST)

THE CHRISTMAS TREE

Written by

HELEN DEUTSCH

Starring

RALPH BELLAMY
CAROL CHANNING
MAURICE EVANS
TOM POSTON
CYRIL RITCHARD
WILLIAM SHATNER
JESSICA TANDY

With

Margaret Hamilton Hiram Sherman

Music under direction of	Franz Allers
Ballet Librettos	
Choreography	Jonathan Lucas
Scenery by	Jan Scott
Associate Producer	Robert Hartung
	nober har bung
Directed by	Kirk Browning
Produced by	Mildred Freed Alberg

#### A MILBERG PRODUCTION

The "Hallmark Hall of Fame" production of "The Christmas Tree" embraces pantomimes on ice, light as well as serious drama segments, the dramatizing of the Nativity through famous paintings with narration by Maurice Evans, and music featuring gay Christmas carols woven into a holiday tapestry designed to meet every taste.

(more)

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#### 2 - Credits for 'The Christmas Tree'

#### ACT ONE

1.	MIMI AND MOE	
	Mimi  Moe  The Doll	Joe BarronDavid Travers and James McAnany
2.	THE MIRACLE OF THE ORPHANAGE	Based on a story by Luise Putcamp Jr.
	Mrs. Martin. Miss Finch. Joey. Claudia. Willie.	Margaret Hamilton Richard Earl Thomas Claudia Crawford
3.	PROMENADE ON CHRISTMAS DAY	
	Cyril Ritchard Carol Channing	
4.	LIGHT ONE CANDLE	Suggested by a story by Charles F. Finger
	TheronPhilo	Ralph Bellamy William Shatner
INTERMISSION		
	ACT TWO	
5.	THE SNOWMAN	
	The Spirit of the Snowman	Nicky Powers
6.	BEFORE THE STORES CLOSE	
	Tom Hamilton	Ellen McCrae Hiram Sherman Diane Ramey
7.	THE NATIVITY  Maurice Evans	From St. Matthew and St. Luke

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### TELEVISION NEWS

JEAN MARSH, DENHOLM ELLIOTT AND MURRAY MATHESON JOIN NOTABLE CAST OF 'THE MOON AND SIXPENCE' COLORCAST

Jean Marsh, Denholm Elliott and Murray Matheson have joined the notable cast of Somerset Maugham's "The Moon and Sixpence," starring Sir Laurence Olivier, on the NBC-TV Network. The date of the 90-minute colorcast will be announced in the near future. The cast includes Judith Anderson, Hume Cronyn and Cyril Cusack.

Miss Marsh has acted in three TV plays since she arrived in this country from England a year ago. Her NBC-TV credits include "The Empty Chair" and "What Makes Opera Grand?" on "Omnibus." She danced in the films, "Where's Charley?" and "Tales of Hoffmann."

Elliott made his New York acting debut in Christopher Fry's "Ring 'Round the Moon" in 1950, then followed with "The Green Bay Tree" opposite Joseph Schildkraut. On TV he has performed on "Hallmark Hall of Fame," "Suspicion" and "Dupont Show of the Month."

Matheson appeared in the films, "Breaking Through the Sound Barrier," "The Holly and the Ivy" and "The Man Who Loved Redheads."

He has appeared on NBC-TV's "Frontiers of Faith," "NBC Matinee

Theater " "Peter Gunn" and "Kraft Television Theatre." He acted in the movie, "Love Is a Many Splendored Thing."

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NBC-New York, 12/11/58



### TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
Dec. 21 - 27 (All Times EST)

#### Sunday, Dec. 21

- 7:30-8 p.m. -- "Northwest Passage" -- filmed adventure series starring Keith Larsen, Buddy Ebsen and Don Burnett.

  "Vengeance Trail" is tonight's drama.
- 8-9 p.m. -- "Shirley Temple's Storybook" presents "Mother Goose," a musical fairy tale filmed in color, starring Shirley Temple (with her three children), Elsa Lanchester in the title role, Billy Gilbert and Carleton Carpenter.
- 9-10 p.m. -- "The Dinah Shore Chevy Show" -- Burl Ives and Gale Storm are on Dinah's guest list tonight.

#### Monday through Friday, Dec. 22 - 26

2-2:30 p.m. -- "Truth or Consequences" -- with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis" with Fred Robbins as emcee.

#### Monday, Dec. 22

7:30-8 p.m. -- "Tic Tac Dough" -- quiz with Win Elliot as host.

10-10:30 p.m. -- "The Arthur Murray Party" -- Kathryn and Arthur Murray welcome as guests tonight Abbe Lane, Helen Gallagher, Tom Poston, and Andre Eglevsky and Melissa Hayden and their ballet group.

#### Tuesday, Dec. 23

8-9 p.m. -- "The Eddie Fisher Show" -- guests to be announced.

(more)

#### 2 - NBC-TV Network Color Telecast Schedule

#### Wednesday, Dec. 24

- 8:30-9 p.m. -- "The Price Is Right" -- With Bill Cullen as emcee.
- 9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- The George Arnold Ice Revue is featured on tonight's show.

#### Thursday, Dec. 25

9:30-10 p.m. -- "The Ford Show" -- a comedy-variety show starring
Tennessee Ernie Ford with guest stars. John Provost and
Lassie visit tonight. (NOTE: This is an addition to the
December colorcast schedule. "The Ford Show" will be a
colorcast starting tonight and Thursdays thereafter.)

10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is emcee.

#### Friday, Dec. 26

8-9 p.m. -- "Ellery Queen" -- starring George Nader as the famous writer-sleuth. Tonight's drama is "The Hollow Man," featuring Murvyn Vye, Frank Silvera and Whitney Blake.

#### Saturday, Dec. 27

8-9 p.m. -- "The Perry Como Show" -- Art Carney, Steve Lawrence,
Joey Bushkin, and Alcetty are Perry's guests. A feature of
tonight's program is a fountain display -- "Dancing Waters."

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NBC-New York, 12/11/58

6:30-9 p.m. -- "The Price To Algho" -- in this list this one one one one of the child one of the price of the child one of th

9:30-10 p.m. -- "The Mord Made" -- a comedy-variety show staining.

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- of p.m. -- "Ellery Queen" -- starting Copyes Nadar an the starting starting
  - 2-9 p.m. -- "The Ferry Colls Show" -- Art variety, atove Lawlende,
    Josy Bushkin, and Ardetty are recey's girosts. A realiston of
    todagatis program is a diddination display -- "Barolsky Kaverp."

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## TRADE NEWS

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December 12, 1958

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WSAN (ALLENTOWN, PA.)--FORMERLY A 20-YEAR NBC RADIO AFFILIATE--WILL REJOIN NETWORK'S ROSTER JAN. 1 AFTER TWO YEARS WITH CBS

The NBC Radio Network will regain a valuable affiliate in the key region of Eastern Pennsylvania Jan. 1 when Station WSAN in Allentown returns to NBC after two years of affiliation with CBS, it was announced today by Harry Bannister, NBC Vice President in charge of Station Relations. The station had been an NBC affiliate for 20 years.

WSAN's signal blankets the rich industrial and agricultural area of Allentown and Bethlehem -- the nation's 51st market, Mr. Bannister noted.

WSAN, a 5,000-watt station operating 24 hours daily on 1470 kilocycles, is owned by the Lehigh Valley Broadcasting Company and is operated by Reuel (Bud) Musselman and his sister, Mrs. Olivia P. Barnes, as co-owners and executive directors. Mr. Musselman is general manager.

"Our long association with NBC has created in us a sort of family feeling," Mr. Musselman said. "At any rate, we feel we are returning home and as comfortable as if we had never been away. We are looking forward to a long, happy and profitable association."

(more)

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#### 2 - Station WSAN

Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, said: "We welcome WSAN back into NBC Radio's lineup of outstanding stations from coast to coast. Here again is evidence of the continuing parade of top stations to NBC Radio's banner. WSAN's return to NBC, following on the heels of the affiliation agreements with Station KOMA in Oklahoma City and Station KIMA in Yakima, Washington, marks another forward stride in NBC's position of leadership in the industry. By adding the unique advantages of NBC Radio -- superior news coverage, star talent and the finest musical and dramatic shows -- to its excellent local programming and public service activities, WSAN again will provide outstanding broadcast service to meet the needs of this important area."

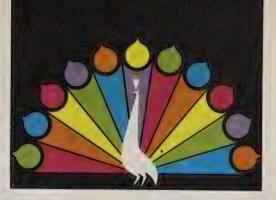
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NBC-New York, 12/12/58

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# NBC TELEVISION NETWORK

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INTEREST IN ATOMIC AGE PHYSICS COURSE ON THE NBC-TV NETWORK EXCEEDS EXPECTATIONS, SAYS 'CONTINENTAL CLASSROOM' NATIONAL COORDINATOR

"The interest in the course has far exceeded our original expectations," says Dr. Edwin P. Adkins in an interim progress report on the NBC-TV Network's "Continental Classroom" course in Atomic Age Physics.

Dr. Adkins is national coordinator of "Continental Classroom," representing the American Association of Colleges for Teacher Education, co-partner in the project with NBC and the Fund for the Advancement of Education. He is on leave as director of education at the New York State University for Teachers, Albany, N. Y.

"No one expected a specialized course of this kind to capture the imagination of such a varied audience," Dr. Adkins says.

"A mountain of congratulatory mail has been received. Criticisms have been few, and usually of a minor nature. College teachers, high school teachers, college students, superior high school students, engineers, technicians, businessmen, housewives, and 'just people' have told us by the thousands that they are following and profiting from the course. Originally it was hoped that we might eventually expect an audience of 100,000. To have reached an audience of 270,000 at the middle of the first semester is indeed phenomenal."

In his report, Dr. Adkins says also:
250 colleges and universities are actively
cooperating in the program as of Dec. 8, 1959.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

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Of the 250 cooperating institutions, 12 are on a non-credit basis for the first semester, while 238 are offering the course for undergraduate or graduate credit or both.

Virtually all institutions are offering the course for three semester hours of credit, or the equivalent in quarter-hours.

Of the 250 colleges, 101 are offering the course for undergraduate credit (these are mostly four-year institutions), 10 are offering it exclusively for graduate credit, 56 are offering it for both undergraduate and graduate credit, and 12 are on a non-credit basis.

(Seventy-one have not reported.)

Cooperating institutions classified by type:

- a. 119 are state colleges or universities.
- b. 7 are municipal colleges or universities.
- c. 20 are private, non-sectarian institutions.
- d. 95 are private, church-affiliated institutions.
  - 1. 42 Catholic
  - 2. 14 Methodist
  - 3. 10 Presbyterian
  - 4. 8 Baptist
  - 5. 21 Other
- e. 9 unclassified. (more)

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#### 3 - Continental Classroom

On the basis of those institutions which have beported, we estimate approximately 5,000 students are registered for credit and audit.

About 60 colleges have not reported enrollment figures. The number auditing regularly outside college auspices is hard to estimate, but there are many indications that the number is large.

A number of additional colleges and universities are joining the program in the second semester. Most of these did not have sufficient time to organize for the first semester.

"The national evaluation program is well underway," Dr. Adkins says. "The initial high school testing program has been completed. This will be continued at intervals throughout the year. The selected colleges which are participating actively in the evaluation have completed the first phases of the testing. Two other tests plus questionnaire studies will follow. The interview phases of the evaluation will begin in January."

("Continental Classroom" is an NBC-TV Network coast-to-coast telecast Mondays through Fridays from 6:30 to 7 a.m., local time.)

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NBC'S DORIS CORWITH TELLS ABOUT HER BEHIND-THE-SCENES ACTIVITIES FOR PUBLIC AFFAIRS SHOWS IN AMERICAN LEGION AUXILIARY MAGAZINE

Whenever President Eisenhower decides to address the nation over the NBC-TV Network, he unknowingly sets off a flurry of behind-the-scenes activity that includes clearance of time, setup of cameras and circuits, and many other preparations.

These activities are coordinated by Doris Corwith, NBC supervisor, public affairs programs, who tells about her work at the network in the December issue of the National News magazine of the American Legion Auxiliary.

Besides setting up such special telecasts as a Presidential speech, the article points out, Mrs. Corwith has been producing two NBC Radio Network programs -- "Focus on Latin America" and "Pauline Frederick at the U.N."; supervises production of "Meet the Press" on both radio and TV; and develops such special series as "A Hard Look at U.S. Schools."

Mrs. Corwith, a former national president of the Auxiliary, joined NBC in 1941. Among other assignments since then, she has lectured on broadcasting before educational and civic groups and has worked closely with religious groups in producing such programs as "The Eternal Light," "The Catholic Hour," "The National Radio Pulpit," "Religion in the News" and "The Art of Living."

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### TELEVISION NEWS

## JESSICA TANDY AND HUME CRONYN TO PORTRAY HUSBAND AND WIFE IN COLORCAST OF 'THE MOON AND SIXPENCE'

Jessica Tandy and her real-life husband, Hume Cronyn, will portray husband and wife in NBC-TV's "The Moon and Sixpence," a 90-minute colorcast starring Sir Laurence Olivier. Miss Tandy will play Blanche Stroeve, wife of Dirk Stroeve (Cronyn). The date of the colorcast is to be announced.

(NOTE: This supersedes Daily News Report story dated Dec. 10, which stated that Miss Tandy would not appear in the colorcast).

\* \* \* \* \*

#### GERALDINE FITZGERALD JOINS STELLAR CAST

Stage and screen star Geraldine Fitzgerald has joined the blue-chip cast of "The Moon and Sixpence." Other players, previously announced, include Judith Anderson, Denholm Elliott, Cyril Cusack, Murray Matheson and Jean Marsh.

Miss Fitzgerald has a long list of screen credits and made her most recent appearance in "Ten North Frederick." Last Summer she played Gertrude in "Hamlet" at the American Shakespeare Festival Theatre at Stratford, Conn. She also appeared in "The Doctor's Dilemma" and "King Lear" at the New York City Center.

NBC-New York, 12/12/58

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# NBC TELEVISION NETWORK



December 15, 1958

"DANCING IS A MAN'S GAME," SAYS GENE KELLY, AND HE'LL PROVE IT THROUGH DANCE AND TALK ON "OMNIBUS" WITH NOTED ALL-MALE CAST

Star Athletes Mickey Mantle, Vic Seixas, Bob Cousy on Program

Internationally popular movie star Gene Kelly -- dancer, director, actor and choreographer -- will make his TV debut as a performer and commentator on the prize-winning "Omnibus" program Sunday, Dec. 21 (5-6 p.m., EST), on the NBC-TV Network.

The entire program will be given over to Kelly and a prominent supporting cast, including star athletes, who will combine forces to demonstrate through dance and talk that dancing is a man's game. Appropriately, all performers will be male on this Christmas week presentation, titled "Dancing -- A Man's Game."

Participating athletes will include Mickey Mantle from the world of baseball, Vic Seixas from tennis, Bob Cousy from basketball.

Bearing in mind that man's role in dancing has historically been the dominant one, with secondary status a phenomenon of only the past 100 years or so, Kelly contends that men (1) are better dancers than women, (2) are physically better equipped for dancing and (3) must abandon their role as mobile pedestals and resume their appropriate pre-eminence.

(more)

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#### 2 - 'Omnibus'

Kelly, long noted for the virile style of his own dancing, will demonstrate, among other things, that current American dancing is largely derived from male dances common to other countries such as Ireland and Spain. In this context, he will examine the development of the popular tap dance.

He also will trace the similarities and basic differences between dancing and athletics. The noted personalities from the world of sports will illustrate the similarities of certain physical movements. (In this connection, Kelly notes that the linking of sports to dancing was a notable characteristic of Greek culture.)

Kelly, who starred in the recent motion pictures "Les Girls" and "Marjorie Morningstar," is also the director of the Rodgers and Hammerstein musical "Flower Drum Song," currently on Broadway. He has appeared in more than 25 films and has directed several, including "An American in Paris" and "Tunnel of Love."

"Omnibus," telecast on alternate Sundays, is sponsored by Aluminium Limited and is produced by Robert Saudek Associates.

Alistair Cooke is the host.

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NBC-New York, 12/5/58

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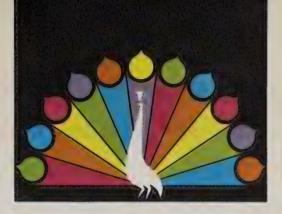
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"Omnikus," tolecast on alverante Sundays, is appasedd by Auminium Limited and is produced by Robert Sauges Acapainted.

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December 15, 1958

BOB HOPE, WITH ALL-STAR TROUPE, WILL HEAD OVERSEAS FOR HIS EIGHTH CHRISTMAS TOUR OF U. S. BASES

NBG TELEVISION NETWORK

Highlights to Be Filmed for 'Bob Hope Buick Show'

Bob Hope, a "Santa Claus in mufti," will start his eighth Christmas entertainment tour for U. S. servicemen overseas when he takes off from Burbank Airport, Calif., Wednesday, Dec. 17 at 12 noon EST.

Highlights of the holiday shows will be filmed at various bases for telecast during "The Bob Hope Buick Show" on the NBC-TV Network Friday, Jan. 16 (9-10 p.m., EST).

Hope will head an all-star troupe for the 18,000-mile plane trip which will include such distant places as Port Lyautey, North Africa, and Iceland and will be made under U. S. O. auspices. Among the entertainers will be Molly Bee, Randy Sparks, Hedda Hopper, Jerry Colonna, dancer Elaine Dunn and Les Brown and his "band of renown."

During a stop in Madrid, Hope will join Gina Lollobrigida and Yul Brynner, stars of United Artists' "Solomon and Sheba" film on location there, in a sketch to be filmed for Hope's Jan. 16 NBC-TV show.

The Hope troupe's itinerary will include stops at military bases in the Azores; Port Lyautey; Moron, Madrid and Zaragoza, Spain; (more)

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The tour will end with a flight over the Pole from Iceland to Los Angeles, where the troupe will arrive Monday, Dec. 29.

Hope inaugurated his overseas Christmas season entertainment in 1948 with shows for thousands of troops working day and night on the Berlin airlift. Since then he has traveled to many military installations to bring holiday cheer to soldiers, sailors, Marines and Air Force personnel stationed far away from home.

The "Bob Hope Buick Show" Friday, Jan. 16 (9-10 p.m., EST), will pre-empt -- that night only -- NBC-TV's "M Squad" (9-9:30 p.m., EST) and "The Thin Man" (9:30-10 p.m., EST).

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NBC-New York, 12/15/58

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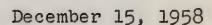
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AMBASSADOR HENRY CABOT LODGE TO BE 'MEET THE PRESS' GUEST AS UN GENERAL ASSEMBLY ADJOURNS ITS 13TH SESSION

As the United Nations General Assembly adjourns its 13th session, "Meet the Press" will interview Ambassador Henry Cabot Lodge, chief United States delegate to the UN, Sunday, Dec. 21 (NBC-TV Network, 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST).

The panel includes Pauline Frederick of NBC News, newly elected president of the United Nations Correspondents Association; Krishna Balaraman of The Hindu; Ernest K. Lindley of Newsweek, and Lawrence Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate the New York-originated program.

"Meet the Press" is a Public Affairs presentation of NBC News. Addition of the second ha mangit ke awasan jela semelih melih tare ting. kecampat awa awa regional to the contract water त्रात्र । अस्ति से अनुस्वरम् पुरक्षात्रम् । द्वाराज्यां विदेशीर्वा स्थापना भी सेत्र से वहरा स्वासाय - I for the section of the visit of the section of entry the property of the second of the company of the second of the second of the second of the second of the that the entry of the to building hope the public refil ilu urkan na sakaren bilaren bilirak irak irak erigirak bilirik nosingen, Ellino losti malaksolfen godfred Ellid Halled kapit we sold and and ader phase built to be a sold to the terms. process of the second Tarakii O. C. Young J.

## BADINAGE--NOT BANDAGE--COMES TO THE FORE AS GROUCHO GOES MORE COMEDIC THAN MEDIC

Groucho Marx entered Mount Sinai Hospital in Los Angeles yesterday (Dec. 14) for his annual checkup "and if the bill is as large as I anticipate," said the NBC quizmaster, "I may have a relapse before they find out what's wrong with me."

The major domo of the "Groucho Marx - You Bet Your Life" show on the NBC-TV and NBC Radio Networks added, "If they find anything wrong with me, I'll sue the hospital for every nickel they've got."

Groucho said he chose the hospital as he did "because it's near Chasen's Restaurant.

"If Chasen's had a restaurant near Cedars of Lebanon, I would have gone there," he added.

"Seriously though," he concluded, "the reason I chose this hospital is because Jack Benny told me they have the loveliest nurses in town."

The checkup will not cause an interruption in Groucho's show, which is presented on the NBC-TV Network Thursdays at 10 p.m., EST, and on the NBC Radio Network Mondays at 8:05 p.m., EST.

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"Seriously though," he concluded, "the reason I show this

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The checkup will add cause an interpolice thereof about 10 p.m., and promote the checkup and the check

CAST AND CREDITS FOR "MOTHER GOOSE" ON "SHIRLEY TEMPLE'S STORYBOOK"

--A MUSICAL FILMED COLORCAST ON NBC-TV NETWORK

SUNDAY, DEC. 21, 8 TO 9 P.M., EST

STARS:

Shirley Temple, Elsa Lanchester, Billy Gilbert, Carleton Carpenter, Rod McKuen and Lloyd Corrigan.

PRODUCTION BY:

Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.

PRODUCER:

Alvin Cooperman.

DIRECTOR:

Mitchell Leisen.

TELEPLAY BY:

Malvin Wald and Henry F. Greenberg.

BASED ON:

Mother Goose rhymes.

ORIGINAL MUSIC BY:

Mack David (lyrics) and Jerry Livingston

(music).

MUSICAL DIRECTOR:

David Buttolph.

CHOREOGRAPHY:

Jon Gregory.

COSTUME DESIGNER:

Gwen Wakeling.

ART DIRECTOR:

William Flannery (sets based on drawings by special art class of P. S. 176.

Cambria Heights, Long Island, N. Y.).

DIRECTOR OF PHOTOGRAPHY:

Henry Freulich, A.S.C.

SPONSORS:

John H. Breck Co., Inc.; Hills Bros.

Coffee Inc.; and the Sealtest Division

of National Dairy Products Corp.

AGENCY:

N. W. Ayer & Son, Inc.

NBC PRESS REPRESENTATIVES: Norm Frisch, (Hollywood), Betty Lanigan, (New York).

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#### CAST

POLLY BAKER	Shirley Temple
MOTHER GOOSE	Elsa Lanchester
ABLE BAKER	Billy Gilbert
TOM, THE PIPER'S SON	Carleton Carpenter
SIMPLE SIMON	Rod McKuen
WEE WILLIE WINKLE	Lloyd Corrigan
JACK	Gene Nash
JILL	Lynn Alden
SUKEY	Louise Glenn
HIGH SHERIFF	Tudor Owen
ANDY	Charles Black, Jr.
TED ROWDY	Robert C. Ross
PRINCE GEORGE	William Allyn
MARY MUFFET	Patricia Fay
VILLIAGE GIRL	Susan Black
LITTLE GIRL	Lori Black

#### \* \* \*

#### MUSICAL NUMBERS

#### PROLOGUE:

"Mother Goose, the Geese and Jack" -- Polly Baker, Mother
Goose, Jack, Jill,
Simple Simon, Sukey, 20
singers and dancers,
Andy, and "the Little
Girl."

"Mother Goose Has Come to the Fair" -- Mother Goose and Jack (more)

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Machon Coose Heis Come to the Pater - Hother Coose and Janu (motion)

#### 3 - Credits for "Mother Goose"

#### ACT I:

"Hark, Hark, the Dogs Do Bark" -- The Village Girl, Wee Willie Winkle, Singers and Dancers.

"The Beggar's March" -- Polly Baker, Tom Piper, Jack, Jill,
Sukey, the Singers and Dancers.

#### ACT II:

"The Moon Is Shining Bright as Day" -- Polly Baker, Andy and children.

"Wouldst" -- Polly Baker, Tom Piper, Sukey and Simple Simon.

#### ACT III:

"The Cushion Dance" -- the entire cast.

"Good Prince George Has Come to the Fair" -- Prince George and entire cast.

"Dreams Are Made for Children" -- Polly Baker with Andy.

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NBC-New York, 12/15/58

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the op Is Shining Eright au Day" - Polly Daker, Andy and

" - " - " bolly Baker, Tom Hipor, Sulsy and Simmle Simon.

"The Queducen Dance" -- the cutirs cast.
"Good Frince George Has Come to the Fair" -- Frince George and

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"Dreams for inde for Children" -- Policy inter with Andy.

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### TELEVISION NEWS

SIR LAURENCE OLIVIER TO STAR AS CHARLES STRICKLAND IN MAUGHAM'S

'THE MOON AND SIXPENCE'; ROLES ANNOUNCED FOR BIG CAST OF

HEADLINERS IN 90-MINUTE NBC-TV NETWORK COLORCAST

Sir Laurence Olivier will star as Charles Stickland, a respectable stockbroker who, at 40, chucks his wife, children and job to devote his life to painting, in the adaptation of Somerset Maugham's "The Moon and Sixpence," a 90-minute NBC-TV Network colorcast (date and time to be announced).

Other lead roles will be played by Judith Anderson, Hume Cronyn, Jessica Tandy, Geraldine Fitzgerald, Denholm Elliott, Cyril Cusack, Murray Matheson and Jean Marsh.

When Strickland announces his desire to paint, his wife Amy (Miss Fitzgerald) is horrified, his brother-in-law Fred MacAndrew (Matheson) outraged, and a writer acquaintance (Elliott) sympathetic.

Unmoved by conscience, Strickland strikes out for Paris, where he is befriended by a painter of no talent, Dirk Stroeve (Cronyn), whose wife (Miss Tandy) Strickland steals and then drives to suicide.

Unsuccessful in his attempt to paint as he pleases,
Strickland moves to a tropical island, where he falls in love with a
native girl, Ata (Miss Marsh). Miss Anderson plays a local matchmaker, and Cusack a doctor.

NBC-New York, 12/15/58

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### DATE AND CITY CHANGES FOR 'TODAY' FEATURE ON FACES IN HOLIDAY CROWDS

Date and city changes have been made for the "Christmas card" series of remote pickups on Dave Garroway's "Today" show (NBC-TV Network, Monday through Friday, 7-9 a.m., EST). Please make the following corrections in the schedule listed in the Daily News Report story of Dec. 10:

Dec. 22, Omaha; Dec. 23, Syracuse; Dec. 24, Los Angeles; Dec. 25, Washington, D. C.; Dec. 26, Philadelphia; Dec. 29, Oklahoma City; Dec. 30, St. Louis;, Dec. 31, Salt Lake City; Jan. 1, New York City, and Jan. 2, Chicago.

In the feature, faces from holiday crowds in the respective cities will be picked up and "framed" in vignettes resembling Yule greeting cards.

NBC-New York, 12/15/58

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### TRADE NEWS

2 COPIES X-H

December 16, 1958

"THE D. A.'S MAN" AND "BLACK SADDLE" -- TWO NEW NIGHTIME PROGRAMS -- TO BE SPONSORED BY LIGGETT & MYERS ON THE NBC TELEVISION NETWORK

Same Advertiser's "Steve Canyon" to Continue in New Time Period

Liggett & Myers Tobacco Company will sponsor two new night-time programs on the NBC Television Network -- "The D. A.'s Man" and "Black Saddle" -- beginning in January, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

In addition, the successful "Steve Canyon" series, also sponsored by Liggett & Myers for its Chesterfield cigarettes, will move to Thursdays, 8-8:30 p.m., EST (beginning Jan. 8). "The Ed Wynn Show" is currently telecast in the Thursday time period.

"The D. A.'s Man," for Chesterfield cigarettes, will premiere Saturday, Jan. 3, 10:30-11 p.m. (EST). "Brains and Brawn" is currently telecast in the Saturday time period.

"Black Saddle," for Oasis Filter Cigarettes, will premiere Saturday, Jan. 10, 9-9:30 p.m. (EST), in the time period now occupied by "Steve Canyon."

McCann-Erickson, Inc., is the agency for Liggett & Myers
Tobacco Company -- Chesterfield and Oasis Filter Cigarettes.

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#### 2 - Two New Nighttime Programs

"The D. A.'s Man" is the rough, tough, true-to-life story of an undercover agent working for the New York District Attorney.

John Compton stars in the title role as Shannon.

The filmed series is based on the best-selling book, "The D. A.'s Man" by James D. Horan (special events director of the New York Journal-American) and Harold Danforth, who spent 20 years working in the New York District Attorney's office. It is produced by Mark VII, Ltd., under the supervision of Jack Webb.

"Black Saddle" is the story of Clay Culhane (played by Peter Breck), gunfighter-turned-lawyer, who attempts to bring law and order to the Southwest in the years following the Civil War.

The filmed series is created by Hal Hudson and John McGreevey and produced by Four Star Productions.

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NBC-New York, 12/16/58

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December 16, 1958

'YOUNG DOCTOR MALONE,' DAYTIME TV SERIAL BASED ON LONG-ESTABLISHED RADIO PROGRAM CHARACTERS, WILL START ON NBC-TV NETWORK DEC. 29

Series Goes Into Monday-Friday Afternoon Period of 'Today Is Ours'

A new dramatic serial based on the popular characters of "Young Doctor Malone" will start on the NBC-TV Network, Monday, Dec. 29 (3-3:30 p.m., EST). The program, which will be presented Mondays through Fridays, will replace the current "Today Is Ours." Cast for the new series will be announced shortly.

"Young Doctor Malone" started as a radio serial in 1939 and has held wide popularity over the years. This will mark the first time that the program will be televised. New situations and dramatic action will be developed on this series, which will be written by Julian Funt.

Doctor Jerry Malone is head of a Midwest hospital. He has a wife, Tracey; an adopted son, David, who is also a doctor; and a daughter, Jill. Other principal characters will be Dr. Paul Brown, the hospital's chief surgeon; nurse Fran Merrill, David's fiancee; Dr. Eileen Seaton, and Dr. Tad Powell, a resident at the hospital.

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#### 2 - 'Young Doctor Malone'

An unprecedented move will be made in transferring from the current "Today Is Ours" to "Young Doctor Malone." The six principal characters of the former show, will continue on "Young Doctor Malone" for the month of January to complete the denouement of their story. It will be smoothly interwoven with the story of Doctor Malone and his family.

Producer of the new series will be Lucy Ferri, with John Egan as executive producer. Walter Gorman and James Young are directors. The program will be sponsored by Procter and Gamble Company (Compton Advertising Agency), Armour and Company (Foote, Cone and Belding, agency) and National Biscuit Company (McCann-Erickson, Inc., agency). The program will originate live from New York.

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NBC-New York, 12/16/58

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### TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For January, 1959

(All Times, EST)

#### Thursday, Jan. 1

- 12 Noon 1:30 p.m. -- "The Tournament of Roses Parade" -- the brilliant New Year's Day spectacle in Pasadena, Calif., is colorcast. Betty White and Roy Neal are commentators.
- 9:30-10 p.m. -- "The Ford Show" -- Ernie's guest tonight is Danny Thomas.
- 10:30 p.m. -- "Masquerade Party" -- disguised celebrities challenge a panel to identify them. Bert Parks is host.

#### Friday, Jan. 2

- 2-2:30 p.m. -- "Truth or Consequences" -- Bob Barker emcees this comedy-quiz and stunt show.
- 2:30-3 p.m. -- "Haggis Baggis" -- audience-participation show with Fred Robbins as emcee.
- 8-9 p.m. -- "Ellery Queen" -- George Nader stars as the famous writer-sleuth.

#### Saturday, Jan. 3

8-9 p.m. -- "The Perry Como Show" -- Eddie Foy, Jr. is on Perry's guest list tonight.



#### 2 - NBC-TV NETWORK COLORCAST SCHEDULE

#### Sunday, Jan. 4

- 4:30-5 p.m. -- "The Great Leap Forward" -- the first definitive television report from Red China. NBC Newsman Frank McGee narrates the film, which was shot by correspondent John.

  Strohm. The original musical score is by Ralph Burns.
- 7:30-8 p.m. -- "Northwest Passage" -- filmed adventure series starring Keith Larsen, Buddy Ebsen and Don Burnett. Tonight -- "The Vulture."
- 8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Patrice Munsel, Roy Hamilton, The King Sisters and comedian Chuck McCann.
- 9-10 p.m. -- "The Chevy Show" presents "The Hoe-Down," a country and Western roundup, starring Pat Boone, Roy Rogers, Jo Stafford, Red Foley, The Sons of the Pioneers, Homer and Jethro and 16 Hollywood Square dancers.

#### Monday through Friday, Jan. 5-9

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis""

#### Monday, Jan. 5

- 7:30-8 p.m. -- "Tic Tac Dough" -- Win Elliot emcees this quiz program, which is based on the game of "Tick Tack Toe."
- 10-10:30 p.m. -- "The Arthur Murray Party" -- starring Kathryn and Arthur Murray.

#### Tuesday, Jan. 6

8-9 p.m. -- "The Eddie Fisher Show."

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#### 3 - NBC-TV NETWORK COLORCAST SCHEDULE

#### Wednesday, Jan. 7

- 8:30-9 p.m. -- "The Price Is Right" -- an audience-participation show in which contestants try to guess the correct value of merchandise. Bill Cullen is emcee.
- 9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

#### Thursday, Jan. 8

9:30-10 p.m. -- "The Ford Show" -- Ernie's guest tonight is Lloyd Bridges.

10:30-11 p.m. -- "Masquerade Party."

#### Friday, Jan. 9

8-9 p.m. -- "Ellery Queen."

#### Saturday, Jan. 10

8-9 p.m. -- "The Perry Como Show" -- guests tonight are Rosemary Clooney and The Kingston ("Tom Dooley") Trio.

#### Sunday, Jan. 11

- 4 p.m. to conclusion -- Ninth Annual Pro Bowl Football Game -- played in the Los Angeles (Calif.) Coliseum.
- 7:30-8 p.m. -- "Northwest Passage" -- "Secret of the Cliff" is tonight's drama.
- 8-9 p.m. -- "The Steve Allen Show."
- 9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dick Shawn is one of Dinah's guests tonight.

#### Monday, through Friday, Jan. 12-16

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

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#### Monday, Jan. 12

7:30-8 p.m. -- "Tic Tac Dough."

8:30-9:30 p.m. -- The Bell Telephone Hour presents "Adventures in Music," the first of the new series of four live one-hour music shows which will feature great names in opera, concert, the dance and folk music. Starring tonight are Harry Belafonte, Renata Tebaldi, Maurice Evans, duo-pianists Gold and Fizdale, the New York City Ballet and the Baird Marionettes.

10-10:30 p.m. -- "The Arthur Murray Party."

#### Tuesday, Jan. 13

8-9 p.m. -- "The George Gobel Show" -- Jimmy Stewart is a guest tonight.

#### Wednesday, Jan. 14

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

#### Thursday, Jan. 15

9:30-10 p.m. -- "The Ford Show" -- Kate Smith is guest tonight.

10:30-11 p.m. -- "Masquerade Party."

#### Friday, Jan. 16

8-9 p.m. -- "Ellery Queen."

#### Saturday, Jan. 17

8-9 p.m. -- "The Perry Como Show."

#### Sunday, Jan. 18

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Eve Arden and Tony
Martin are two of Dinah's guests tonight.

#### 5 - NBC-TV NETWORK COLORCAST SCHEDULE

#### Monday, through Friday, Jan. 19-23

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis"

#### Monday, Jan. 19

7:30-8 p.m. -- "Tic Tac Dough."

10-10:30 p.m. -- "The Arthur Murray Party."

#### Tuesday, Jan. 20

8-9 p.m. -- "The Eddie Fisher Show."

#### Wednesday, Jan. 21

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

#### Thursday, Jan. 22

9:30-10 p.m. -- "The Ford Show."

10:30-11 p.m. -- "Masquerade Party."

#### Friday, Jan. 23

8-9 p.m. -- "Ellery Queen."

#### Saturday, Jan. 24

8-9 p.m. -- "The Perry Como Show."

#### Sunday, Jan. 25

7:30-8 p.m. -- "Northwest Passage" -- tonight, "Death Rides the Wind."

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Dinah Shore Chevy Show." -- Dinah welcomes Van Johnson.

#### Monday, through Friday, Jan. 26-30

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

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9:30-10 p.m. -- "The Band Show."

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#### Monday, Jan. 26

7:30-8:30 p.m. -- "The Bell System Science Series" presents "The Alphabet Conspiracy," the story of linguistic science, with Dr. Frank Baxter of the University of Southern California as the central figure. Featuredare Hans Conried, Buster Keaton, Cheryl Callaway, Dolores Starr, Stanley Adams and Shorty Rogers.

10-10:30 p.m. -- "The Arthur Murray Party."

#### Tuesday, Jan. 27

8-9 p.m. -- "The George Gobel Show."

#### Wednesday, Jan. 28

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

10-11:p.m. -- "An Evening With Fred Astaire" -- a program of dancing and music starring Fred Astaire, with the Jonah Jones Quartet, David Rose and his Orchestra, Barrie Chase, and a 16-member mixed dancing group. (Repeat -- on color video tape.)

#### Thursday, Jan. 29

9:30-10 p.m. -- "The Ford Show."

10:30-11 p.m. -- "Masquerade Party."

#### Friday, Jan. 30

8-9 p.m. -- "Ellery Queen."

#### Saturday, Jan. 31

8-9 p.m. -- "The Perry Como Show."

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## BERTRAND SILEN DIES IN CALIFORNIA; HE SERVED AS NBC NEWS CORRESPONDENT IN MANILA BEFORE AND AFTER WORLD WAR II

Bertrand Silen, NBC News correspondent in Manila before and after World War II, died in Palo Alto, Calif., Friday (Dec. 12) after a brief illness. He was 58.

Silen, who owned and operated radio station KZRH in Manila, was NBC's correspondent in the Philippines when the islands fell.

Before the Japanese arrived, Silen helped demolish the station with his own hands. He was interned in Santo Tomas prison for 37 months and was finally freed by American Rangers.

After his liberation, Silen came back on the air after V-J Day, saying: "As I was saying before I was so rudely interrupted..."

He was first interned with his wife and three daughters at Santo Tomas. The family became separated when they were moved to Los Banos while he remained at Santo Tomas.

Silen brought his family back to the United States in 1949. They lived in Texas until he retired to Los Altos, Calif.

Survivors include his widow, Margaret; a daughter, Mrs. C. A. Myer of San Antonio; and two brothers, G. R. Silen of San Antonio and Marvin Silen of Seattle.

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Survivors include his midow, Mergarei, a manghter, Mas.

1. Nyer of San Antonio; and two brothers, G. B. Wilm of San

# NBC TRADE NEWS

2 COPIES X-H

December 17, 1958

WLBZ-TV (BANGOR, MAINE) TO BECOME
NBC-TV NETWORK AFFILIATE FEB. 1

The National Broadcasting Company has signed a television affiliation agreement, effective Feb. 1, 1959, with WIBZ-TV, Channel 2, in Bangor, Maine, sister station of the NBC Radio Network affiliate WIBZ, it was announced by Harry Bannister, NBC Vice President of Station Relations, and William H. Rines, President of WIBZ Television, Inc.

Mr. Rines is also President of WCSH, one of the charter members of the NBC Radio Network, and WCSH-TV in Portland, Maine, and WRDO, Augusta, Maine, all NBC affiliates.

In signing the new agreement with the NBC Television Network, Mr. Rines said: "Since purchase of our TV property in Bangor, Maine, six months ago, I have looked forward to the time when the station would join the NBC family of affiliates. We have been in friendly association with NBC, the pioneer network, from the beginning. I feel that we will be continuing pleasant associations for years to come."

Mr. Bannister said: "The NBC Network welcomes this opportunity to affiliate with WLBZ-TV, the newest member of the Rines station group in Maine. Coordinated operation of the two Maine affiliates will offer a service beneficial to the public, advertisers, stations, and the network."

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December 17, 1958

80 NBC-TV AFFILIATES ENTERED IN NETWORK'S \$25,500 DAYTIME PROGRAM PROMOTION CONTEST; 12 WINNERS WILL BE SELECTED FRIDAY, DEC. 19

Eighty NBC Television Network affiliated stations have entered the network's \$25,500 daytime program promotion contest, the biggest audience promotion contest in NBC history, it was announced by Al Rylander, Director of NBC Exploitation Department, which conducted the contest.

Judging of the contest will take place Friday, Dec. 19, when a panel of noted advertising editors and agency TV-radio executives will select the 12 outstanding daytime promotions conducted on the station level from among 30 finalists.

The competition was part of NBC-TV's Fall promotional effort for both daytime and nighttime programs.

cash awards totaling \$25,500 will be shared by the 12 stations promotion managers conducting the winning promotion campaigns. These awards will be divided into two categories: one for promotion managers of basic affiliates and the second for promotion managers of all other NBC affiliated stations. First prize in each category will be \$5,000 in cash; second prize will be \$3,000; third prize will be \$2,000; fourth prize will be \$1,500; fifth prize will be \$750, and sixth prize will be \$500.

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#### 2 - Daytime Program Promotion

In addition, the general managers of the 12 winning stations will each be awarded an RCA Victor color television set.

The following will comprise the board of judges for the contest: Rufus Crater, Senior Editor of Broadcasting Magazine;
Norman R. Glenn, Editor and Publisher of Sponsor Magazine; Herman
W. Land, Vice President and Executive Editor of Television Magazine;
Thomas J. McDermott, Vice President in charge of TV and Radio, Benton and Bowles, Inc.; Joe Morris, Managing Editor, Radio-Television Daily;
Sol J. Paul, Publisher of Television Age; Richard A. R. Pinkham,
Vice President in charge of TV and Radio, Ted Bates and Company,
Inc.,; Dan Seymour, Vice President in charge of TV and Radio, J.
Walter Thompson Company; Carl Spielvogel, advertising columnist for
The New York Times, and Lewis H. Titterton, Vice President in charge
of TV and Radio, Compton Advertising, Inc.

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NBC-New York, 12/17/58

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December 17, 1958

PREMIERE

"THE D.A.'S MAN"--FICTION-BASED-ON-FACT SERIES WITH NEW YORK BACKGROUND--STARTS ON NBC-TV NETWORK SATURDAY NIGHT, JAN. 3

"The D.A.'s Man" -- a fiction-based-on-fact series about New York City's undercover war against heavy rackets -- will start on the NBC-TV Network, Saturday, Jan. 3 (10:30-11 p.m., EST).

The half-hour series is based on the best-selling book, "The D.A.'s Man" by James B. Horan (special events editor of the New York Journal-American) and Harold Danforth (who spent 10 years as investigator for the New York District Attorney's Office). It is produced by Mark VII, Ltd., under the supervision of Jack Webb.

John Compton, a handsome and rugged Tennessean, stars in the title role as Shannon, a private eye who works without gun or credentials -- or official recognition -- for his unusual undercover assignments. Ralph Manza is featured as Al Bonacorsi, first assistant District Attorney, and Shannon's contact man.

Sponsoring the series will be Liggett and Myers Tobacco Company for its Chesterfield cigarettes. McCann-Erickson, Inc., is the advertising agency.

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# 2 - "The D.A.'s Man"

In the premiere telecast, Shannon is approached by two men who represent the D.A. Taken to a secret rendezvous, Shannon meets Bonacorsi who asks the investigator if he will work anonymously against organized crime. Reluctant at first, Shannon accepts and plunges into his first job of tracking down a suspect in a gangland killing. He poses as a "drifter" in a bar called Gatsby's on First Avenue, and finds himself enmeshed in another grudge murder within the gang.

Background locations for the series are filmed in New York City, and interiors are shot at Revue Productions, Hollywood.

Frank LaTourette, formerly producer of "Medic," is producing the series. Jack Webb will direct the first episodes and Robert Leeds will be permanent director. James Moser, original writer of the "Dragnet" and "Medic" series, will be head writer and script supervisor. Music will be orchestrated by Frank Comstock, utilizing a new and yet unnamed instrument invented by Paul Tanner. Story consultants and technical advisers are Horan and Danforth, authors of "The D.A.'s Man."

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NBC-New York, 12/17/58

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Michigan York, The Life

'ASK WASHINGTON' TELECAST SCHEDULED
BY NBC NEWS FOR SUNDAY, DEC. 21

NBC News will present another edition of the question-and-answer program "Ask Washington"

Sunday, Dec. 21 (NBC-TV Network, 4:30-5 p.m., EST).

Bryson Rash will moderate the live telecast and participants will be NBC Newsmen David Brinkley, Leif Eid, Martin Agronsky and Washington reporter Esther Van Wagoner Tufty.

As in past presentations of the program, the panel will answer the numerous questions which have been put to them, over a period of time, via letters, post cards, telegrams and phone calls.

The questions all deal with functions of the government, its officials, laws and operations.

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# TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE Dec. 28 - Jan. 3 (All Times EST)

#### Sunday, Dec. 28

- 7:30-8 p.m. -- "Northwest Passage" -- Keith Larsen, Buddy Ebsen and Don Burnett star in the filmed adventure series. Tonight's drama is "The Vulture."
- 8-9 p.m. -- "The Steve Allen Show" -- Most of tonight's gala holiday show takes place on an ice rink. Guests are the Four Lads, Pat Kirby, Olympic ice skating champion Hayes Alan Jenkins, the Scarecrows, the skating adagio team of Nancy Lee Parker and Nick Powers, and the Six Checks, an ice chorus.
- 9-10 p.m. -- "The Dinah Shore Chevy Show" -- Lisa Kirk and the comedy team of Elaine May and Mike Nichols are on Dinah's guest list tonight.

Monday, Tuesday and Wednesday, Dec. 29, 30 and 31 and Friday, Jan. 2

2-2:30 p.m. -- "Truth or Consequences" -- with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis" -- with Fred Robbins as emcee.

# Monday, Dec. 29

7:30-8 p.m. -- "Tic Tac Dough" -- quiz with Win Elliot as host.

10-10:30 p.m. -- "The Arthur Murray Party" -- Shari Lewis, Eli Wallach, Maureen Stapleton and Eddie Mayehoff are guests.

(more)

#### 2 - NBC-TV Network Colorcast Schedule

#### Tuesday, Dec. 30

8-9 p.m. -- "The George Gobel Show" -- George's guests tonight are Maureen O'Hara, the comedy team of Tommy Noonan and Pete Marshall and the Cleaver family of the "Leave It to Beaver" TV series.

#### Wednesday, Dec. 31

8:30-9 p.m. -- "The Frice Is Right" -- Bill Cullen is host,

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

### Thursday, Jan. 1

- 12 Noon-1:30 p.m. -- "The Tournament of Roses Parade" -- colorcast from Pasadena, Calif. Betty White and Roy Neal are commentators.
- 9:30-10 p.m. -- "The Ford Show" -- Ernie's guest tonight is Danny Thomas.
- 10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is host.

### Friday, Jan. 2

8-9 p.m. -- "Ellery Queen" -- tonight's drama is "Bury Me Deep."

George Nader stars as Ellery Queen.

# Saturday, Jan. 3

8-9 p.m. -- "The Perry Como Show" -- Eddie Foy Jr. is one of Perry's guests tonight.

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NBC-New York, 12/17/58

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are Maureon O'Hara, the conserve team of Tong Moonen and Feto
Marchall and the Clarver family of the "Lower "to George" FV

#### Dec. 31

- 8:30-9 c.m. -- "The trice to Might" -- Bill Outler to boot. 9-9:30 p.m. -- "Witten Warle Starring in the West Waste Wall." weday, Jan. 1
- 12 Moon-1:30 p.m. -- "The Donmand of Roden Parked" -- colorable from Pasedana, Calif. Betty White and Key Mont Lora commendators.
  9:30-10 p.m. -- "The Ford Chow" -- Krais's quest tenight is Dank
  Thomas.
  - 10;30-11 g.m., -- "Miscussedic rarty" -- Deva Seria is hear,

# San Maria Carlo

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- 8-9. p.s. -- "Allery Quecu" -- tonight's draw is 'Bary Ho Darp,"
  George Nader stars as Wilery Queen.
- 8-8 p.m. -- "The rerey Comp Show" -- Radie Boy Jr. is one of toray is passible fourths.

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December 18, 1958

'BLACK SADDLE' -- WESTERN SERIES ABOUT A GUNFIGHTER TURNED LAWYER -- WILL HAVE ITS PREMIERE ON NBC-TV NETWORK SATURDAY, JAN. 10

"Black Saddle," a new Western series about a one-time gun-fighter turned lawyer, will start on the NBC-TV Network Saturday,

Jan. 10 (9 to 9:30 p.m., EST).

The filmed series tells the story of the dedicated fight a few men carried on against the lawlessness in the West during the post-Civil War years. There were few repositories of justice in those days. Circuit judges rode the back country administering crude jurisprudence. A handful of men packed law books in their saddle bags traveling from town to town defending clients. Clay Culhane was such a man.

Culhane, played by Peter Breck, earned his reputation as a "hired gunfighter." Then, realizing his amibition to defend law and justice, he studied to become a qualified attorney in the Southwest. The gun at his side and the black saddle on his horse are the only vestiges of his past.

Pretty Norwegian actress Anna Lisa is featured in the role of Nora Travers, owner of the Marathon Hotel in Latigo, New Mexico.

Russell Johnson is cast in the role of Deputy Marshal Gib Scott.

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#### 2 - 'Black Saddle'

In the premiere telecast, Culhane is involved in a fight with a grief-obsessed rancher (Onslow Stevens) when the lawyer travels to Latigo to defend his first client. When the rancher's son is shot in self-defense, his father turns on the town in revenge in an attempt to drive the people out. Culhane, with the help of Marshal Scott, sets a trap to force the rancher into court.

"Black Saddle" is created by Hal Hudson and John McGreevey and produced by Four Star Productions.

The series will be sponsored by Liggett and Myers Tobacco Company for its Oasis Filter Cigarettes. McCann-Erickson, Inc., is the agency.

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NBC-New York, 12/18/58

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"Black Soadle" is erested by Hal Hudson and John McGreevey

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MBC-Hew York, 12/48/58



VBC TELEVISION NETWORK

December 18, 1958

INTENSE HUDDLE OF 12 NBC NEWS CORRESPONDENTS WILL PRECEDE THEIR "PROJECTION '59" TELECAST ON "NBC KALEIDOSCOPE"

Twelve NBC News correspondents will gather in a New York hotel room on Friday, Dec. 26, for what may be the most concentrated television editorial conference ever held.

The newsmen will meet to plan and write "Projection '59," the hour-long review of the top events of 1958 and preview of next year's trends, which will be telecast just two days later, Sunday, Dec. 28 (NBC-TV Network as part of "NBC Kaleidoscope" series, 5-6 p.m., EST).

First item on the agenda will be a playback of the kinescope of "The Last Quarter," NBC News' October, 1958, appraisal of the domestic and world situation. "Projection '59" producer Chet Hagan compares this to "playing back movies of last week's game to a football team to see what mistakes were made and what we can do to improve ourselves."

After the kinescope is shown, Hagan will present a suggested outline for the show. Then the dozen correspondents will "brainstorm" for three hours -- suggesting their own additions and working out a final outline on the subjects to be covered.

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# 2 - "Projection 159"

By afternoon, the correspondents will each be sitting at a typewriter, pounding out individual presentations. After these are prepared, production assistant Marian Eiskamp will have them retyped and prepared for mimeograph.

Meanwhile, director Robert Priaulx will insert his directional cues for camera shots, cutaways, and the myriad small details necessary for on-the-air presentation.

Far into the night, the completed script will be assembled, mimeographed and collated.

When the correspondents arrive back in the hotel room Saturday morning, the scripts will be waiting, and two solid days of rehearsal will get under way.

Participating in "Projection '59" will be Irving R. Levine (Moscow), Cecil Brown (Tokyo), Joseph C. Harsch (London), Welles Hangen (Cairo), Edwin Newman (Paris), John Rich (Berlin), and domestic correspondents David Brinkley, Pauline Frederick, Robert McCormick, Herbert Kaplow, Ray Scherer, and moderator Frank McGee.

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NBC-New York, 12/18/58

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N.Y.'S HUDSON THEATRE REMAINS SITE FOR ALL JACK PAAR TELECASTS
- - Schedule Advanced for Video-Taping of 3 of 5 Shows Each Week

"The Jack Paar Show" of the NBC-TV Network will maintain its origination site at the Hudson Theatre in New York instead of changing location to Studio 6B in the RCA Building as announced previously.

Because Studio 6B is used by daytime television programs which would prevent late afternoon rehearsals by the Paar show, it was decided to continue telecasting from the Theatre on 44th Street.

With the origination site remaining the same, plans for video-taping the show three nights a week from 8:15 to 10 p.m. (New York time) will be moved ahead one week. The Monday, Tuesday and Wednesday night programs will be taped beginning Jan. 5, for telecast the same night from 11:15 p.m. to 1 a.m., EST, time period.

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NBC-New York, 12/18/58

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NBC STARS DINAH SHORE, BOB HOPE AND ERNIE FORD

TO CHEER VETS IN 171 HOSPITALS IN RECORDED

YULE RADIO SHOW FOR 'BEDSIDE NETWORK'

NBC stars Dinah Shore, Bob Hope and
Tennessee Ernie Ford will bring cheer to 171
Veterans Administration hospitals in the United
States on Christmas Day in a special radio program recorded exclusively for the entertainment
of hospitalized ex-GI's. They will join the
Roger Wagner Chorale in the all-star show which
will be broadcast over the "bedside network" at
each VA hospital Thursday, Dec. 25. Sumner G.
Whittier, Administrator of Veterans Affairs, will
extend a personal holiday greeting on the show to
the more than 115,000 patients.

(Miss Shore, Hope and Ford head their own shows on the NBC-TV Network. Hope is also an NBC Radio Network personality).

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CREDITS FOR "THE D.A. 'S MAN" STARTING ON THE NBC-TV NETWORK JAN. 3

PROGRAM:

"The D. A.'s Man."

TIME:

NBC-TV Network, Saturdays, 10:30 p.m., EST, starting Saturday, Jan. 3.

FORMAT:

"Fiction based on fact" half-hour filmed series about the undercover activities of an agent investigating heavy rackets for the District Attorney's office of New York City.

STAR:

John Compton, in title role as Shannon, a private eye, pressed into service by the D. A.

FEATURING:

Ralph Manza as Al Bonacorsi, first assistant District Attorney and Shannon's contact man.

BASED ON:

A best-selling book, "The D. A.'s Man,"
written by James B. Horan, special
events editor of the New York Journal
American, and Harold Danforth who
spent 10 years as investigator in
D. A.'s office in New York.

PRODUCTION:

Mark VII, Ltd., under supervision of Jack Webb.

PRODUCER:

Frank LaTourette.

DIRECTORS:

Various, including Jack Webb and Robert Leeds.

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# 2 - Credits for "The D. A. 's Man"

WRITER: James Moser.

DIRECTOR OF PHOTOGRAPHY: Edward Colman, A. S. C.

ART DIRECTORS: Field Gray, Gibson Holley.

STORY CONSULTANT: James B. Horan.

TECHNICAL ADVISER: Harold Danforth.

SPONSOR AND AGENCY: Liggett and Myers Tobacco Company for

its Chesterfield cigarettes (through

McCann-Erickson, Inc.).

NBC PRESS REPRESENTATIVES: Bill Fague, New York; Herm Lewis,

Hollywood.

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NBC-New York, 12/18/58

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IT TOOK AN INTERVIEW ON 'TODAY' IN NEWSPAPERLESS NEW YORK CITY FOR ARCHIBALD MacLEISH TO REALIZE HIS PLAY 'J. B.' WAS A HIT

Pulitzer Prize winning poet Archibald MacLeish is quoted in the current issue of Newsweek magazine as saying that the full realization of the success of his play "J. B." (which opened on Broadway Wednesday, Dec. 10) hit him during his appearance on Dave Garroway's "Today" show on the NBC-TV Network the next day.

MacLeish was a guest on "Today" Thursday, Dec. 11, and because of the newspaper strike in New York, heard the critics' response to his play for the first time when Garroway read them to him. "Today" made special arrangements to get copies of the unpublished reviews for use on the program.

In the Newsweek story, MacLeish is quoted: "I guess the first time I was really knocked over was when I took to the air on Dave Garrowar's show and they read me the Brooks Atkinson review that would have appeared in the New York Times if they'd been able to get the paper out. This was the first inkling I had that Mr. Atkinson had called 'J. B.' 'one of the memorable works of the century.' Well, after you've worked five years on a play and your whole heart's in it ...well, it's a funny thing to say but right then I thought I'd break down and cry in front of the camera."

That the play, itself, is a hit can be attested by the throngs lining up for tickets at the theatre where it is playing on Broadway. Some measure of its being known as a critical success presumably goes to the "Today" show for "spreading the word."

"Today" is telecast on the NBC-TV Network, Monday through Friday, 7-9 a.m., EST.

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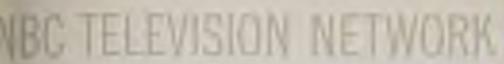
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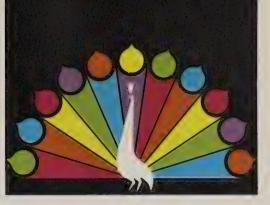
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NEWS

NBC WINS 7 OUT OF 14 LOOK MAGAZINE TELEVISION AWARDS

## FOR RELEASE 6 P.M., EST, SUNDAY, DEC. 21, 1958

NBC has won seven of 14 Annual Look Magazine Television

Awards -- including two awards for "The Steve Allen Show" and two

for "An Evening With Fred Astaire."

"Omnibus" was selected for the sixth consecutive year as the best educational series. The "Perry Como Show" was chosen for the third consecutive year as the best musical series. And "The World Series" on NBC-TV was named best sports series for the second straight year.

The Look awards, now in their ninth year, were selected in a poll of 353 newspaper TV critics and editors, and were announced in the issue of Look on the newsstands this week. The awards cover the period of Nov. 1, 1957 to Oct. 31, 1958.

The NBC winners are:

The "Steve Allen Show"

Best novelty series ("For the most original approach to television entertainment in a continuing series.")

Best variety series ("For the variety series which presented the most interesting and entertaining shows.")

(more)

### 2 - Look Awards

"An Evening With Fred Astaire"

Best musical show ("For the individual musical show that illustrated superiority in production and direction including: spectaculars, concerts, operas, tributes, ballets and musical plays.")

Best special program ("For the most interesting and best special program or special television coverage appearing on a one-time or occasiona occasional basis -- excluding programs.")

Best educational series ("For the most intelligent presentation of educational material to TV audiences.")

Best musical series ("For the musical series -- popular or classical -- the best demonstrated variety, originality and musical excellence in the presentation of musical subjects and themes.")

Best sports series ("For the most informative sports analysis or effective on-the-spot coverage.")

"Omnibus"

The "Perry Como Show"

"The World Series"

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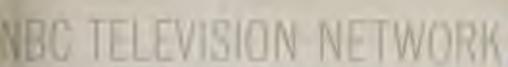
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NEWS

December 19, 1958

'STEVE CANYON' SWITCHING TO THURSDAY
TIME PERIOD ON NBC-TV NETWORK JAN: 8

Air Force Hero Starting 1959 With Permanent Command

A new assignment as commanding officer of Big Thunder Air Force Base and a new time period await NBC-TV Network's "Steve Canyon" at the start of 1959.

Lt. Col. Canyon, portrayed by Dean Fredericks, assumes command at the Big Thunder Base on the Saturday, Jan. 3 show (9 p.m., EST). This will be the final program in the Saturday time slot. Starting Thursday, Jan. 8, the popular filmed series about the United States Air Force will be presented Thursdays from 8 to 8:30 p.m., EST.

Locating Canyon in a permanent assignment has enabled producers David Haft and Michael Meshekoff to introduce other running characters into the series. The new characters, to be introduced in the first two weeks at Big Thunder, and the actors playing them are:

Major "Willie" Williston (played by Jerry Paris), Canyon's executive officer, friendly, competent, with a dry sense of humor.

Airman Abel Featherstone (played by Abel Fernandez), an Iroquois Indian who was once a professional boxer.

(more)

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Ingrid (played by Ingrid Goude, former "Miss Sweden"), a shapely blonde secretary.

Sgt. Charley Berger (played by Robert Hoy), a young, tough big-city boy.

(Ingrid will be introduced in the series Jan 8, the other three new characters, Jan. 3.)

Although based at Big Thunder Base in California, Canyon will be winging all over the world in forthcoming films. New Guinea, Formosa and England are among the locales of future adventures.

In its technical aspects, the "Steve Canyon" series will maintain its Air Force authenticity. However, some license will be taken with the mythical Big Thunder Base to permit all types of aircraft, operational and research units to function.

Thrilling aerial sequences will be continued throughout the series, but additional emphasis will be focused on human relationships. Canyon, as C.O., will be responsible for 1,100 enlisted men and 325 officers.

The Liggett & Myers Tobacco Company sponsors the program, through McCann-Erickson, Inc.

CANYON SETTLES CLASH BETWEEN AIRMEN AND TOWNSFOLK

Lt. Col. Steve Canyon (Dean Fredericks) tackles a badly deteriorated military-civilian relationship when he becomes the commanding officer at Big Thunder Air Force Base, in the <u>Thursday</u>, Jan. 3 episode of NBC-TV Network's "Steve Canyon" (9 p.m., EST).

The new C. O. finds morale among his men low as the result of the community's refusal to accept the airmen in the area. When the local police chief (played by Ted DeCorsia) refuses to cooperate, Canyon takes unofficial action that earns the respect of his men.

---- NBC-New York, 12/19/58

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"PROJECTION '59," WITH 12 NBC NEWS CORRESPONDENTS PREDICTING MAJOR DEVELOPMENTS, WILL BE BROADCAST ON NBC RADIO NETWORK

"Projection '59," a forecast of news developments during the coming year by 12 NBC News correspondents, will be broadcast on the NBC Radio Network Sunday, Dec. 28, 6:30-7 p.m. and 7:05-7:30 p.m. (As previously announced, "Projection '59" will be telecast on the NBC-TV Network, Sunday, Dec. 28, 5-6 p.m., EST as part of the "NBC Kaleidoscope" series.)

Six of the participants are foreign correspondents. Cecil Brown (Tokyo), Edwin Newman (Paris), Welles Hangen (Cairo), Irving R. Levine (Moscow), Joseph C. Harsch (London) and John Rich (Berlin). The domestic correspondents participating are David Brinkley, Robert McCormick, Ray Scherer, Herbert Kaplow and Pauline Frederick, with Frank McGee as moderator. The program will review the important news events of 1958 and analyze their probable influence on the course of world affairs in 1959.

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### NBC-TV NETWORK PROGRAMS

NBC NEWS SCORES BEATS WITH TELECASTS OF FIRST FILMS
OF VATICAN CONSISTORY AND FIRING OF ATLAS MISSILE

NBC News scored two clean beats yesterday (Thursday, Dec. 18) by presenting first films of both the Vatican consistory and the firing of the Atlas missile at Cape Canaveral, Fla.

NBC News rushed BBC kinescopes of the Eurovision coverage of the consistory by jet plane to the United States, and presented a five-minute segment on television at 5:05 p.m., EST, beating all opposition stations by at least 19 minutes. The same five-minute segment was fed to the entire NBC-TV Network at 5:30 p.m., EST, and a half-hour special on the consistory was presented this morning (Friday, Dec.19) from 12:30-1 a.m., EST, on the Network.

The only film shown yesterday of the giant Atlas missile's ascent into space was provided by NBC News. At 11 p.m., EST, Thursday night, film shot by NBC News cameraman Bruce Powell was fed to the NBC-TV Network, and a live switch was made to Washington to pick up commentary from NBC News correspondent Peter Hackes.

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# VBC TELEVISION NETWORK



NEWS

December 19, 1958

HALF U.S. STUDENTS ON EVERY GRADE LEVEL WILL HAVE SOME EXPOSURE TO EDUCATION VIA TV WITHIN 10 YEARS, SAYS DR. EDWIN P. ADKINS

Coordinator of 'Continental Classroom' Sees TV a Vital Supplement, But Not a Replacement for Teachers

Within 10 years, at least half the nation's students on every grade level, will have had at least some exposure to education via television, says Dr. Edwin P. Adkins, coordinator of "Continental Classroom" (NBC-TV Network, Monday through Friday, 6:30-7 a.m., EST), the early-morning atomic age physics course.

Dr. Adkins expressed his views on education via television to newsmen at a press conference Thursday, Dec. 18, in the Ambassador Hotel, Los Angeles.

"Television is not a panacea or a cure-all for the nation's educational ills, but it is an important supplemental tool and our experience with it thus far leads me to believe it will have a permanent and important place in our education program, " Dr. Adkins said.

Asked if increased use of TV in education would prove an answer to the teacher shortage, Dr. Adkins said: "Definitely not.

As a matter of fact, 'Continental Classroom' has created the need for 250 new jobs at universities and colleges where the course is being offered for credit."

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### 2 - 'Continental Classroom'

"Ideally, we can work best with a mixture of the two. There is no substitute for the teacher in education. The academic life, association with and learning from others, is still a vital part of the education process and our present program was conceived to aid teachers themselves. We're trying to put into the hands of the high school teacher, the latest information on his or her field. And, from what we can gather now, we're succeeding in doing just that."

Designed primarily to effect an improvement in science education in the country's schools, the nationwide physics course is produced by NBC, in cooperation with the American Association of Colleges for Teacher Education and financed by the Ford Foundation and the Fund For Advancement of Education, with supplementary assistance from the Bell Telephone System, the General Foods Fund, International Business Machines, the Pittsburgh Plate Glass Foundation, United States Steel and the Standard Oil Company of California (host at the Dec. 18 meetings).

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NBC-New York, 12/19/58

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WBC-New York, 12/19/88

### ADDITIONS TO CREDITS FOR "DANCING -- A MAN'S GAME"

In the credits for "Dancing -- A Man's Game" starring Gene Kelly, on "Omnibus" (NBC-TV Network, Sunday, Dec. 21, 5-6 p.m., EST) please add the following:

WRITTEN BY:

Gene Kelly

CO-DIRECTORS: William A. Graham and Gene Kelly.

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### ROBERT FROST TO 'MEET THE PRESS'

Four-time Pulitzer Prize winner Robert Frost will be the guest on "Meet the Press" Sunday, Dec. 28 (NBC-TV Network, 5-5:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST).

The 84-year-old poet, currently poetry consultant in the Library of Congress, will be interviewed by Ernest K. Lindley of Newsweek, James Reston of the New York Times, Inez Robb of Scripps-Howard and United Features Syndicate, and Lawrence Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate.

"Meet the Press" is a Public Affairs presentation of NBC News.

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WHEN GARROWAY'S "TODAYERS" GO TO BAT

A studio audience will become part of Dave Garroway's two-hour "Today" (NBC-TV Network, 7-9 a.m., EST) on an experimental basis beginning <u>Tuesday</u>, <u>Dec. 23</u>.

The audience is to be limited to 50 people, seated in a bleacher-like arrangement adjacent to Garroway's desk and the program's news area.

"Today" originates from Studio 3-B of the RCA Building in New York.

Bob Bendick, the show's producer, said: "Although we have have no particular format planned for utilizing the audience regularly, we would like to be able to make it an integral part of some features on the show. And there is nothing like live audience reaction for injecting added spontaneity to any program."

The "Today" cast is not unaccustomed to audiences.

Between Jan. 14, 1952 and July 7, 1958, the show originated from the window of the RCA Exhibition Hall on 49th Street, New York, and drew large street crowds each morning.

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NBC-New York, 12/19/58

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## TELEVISION NEWS

#### SCHEDULE CHANGE

REPEAT COLORCAST OF 'AN EVENING WITH FRED ASTAIRE' WILL BE PRESENTED ON NBC-TV NETWORK WEDNESDAY, FEB. 11

The repeat colorcast of "An Evening with Fred Astaire," will be presented on the NBC-TV Network Wednesday, Feb. 11 (color video tape, 10-11 p.m., EST), instead of Wednesday, Jan. 28, as announced previously.

The widely acclaimed program, originally colorcast last Oct. 17, stars Fred Astaire with the Jonah Jones Quartet, David Rose and his orchestra, Barrie Chase as Astaire's newest dancing partner, and a 16-member mixed dancing group.

The repeat colorcast again will be sponsored by the Chrysler Corporation through Leo Burnett Company, Inc., agency.

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NBC-New York, 12/19/58





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## TELEVISION NEWS

December 22, 1958

EXPERIMENTAL COLOR TELEVISION SYSTEM DEVELOPED BY RCA WILL BE USED IN HELICOPTER FOR BIRD'S-EYE VIEW OF TOURNAMENT OF ROSES PARADE

A new experimental color television system developed by RCA will be used in a helicopter to bring the nation its first color TV bird's-eye view of the Tournament of Roses Parade, Thursday, Jan. 1, over the NBC-TV Network.

The new portable color pickup equipment consists of only two units, is fully transistorized and is believed to be the most compact ever constructed.

Devised by scientists at RCA's David Sarnoff Research

Center in Princeton, N. J., the system's two units are a 20-pound

camera and a 45-pound control and monitor. They use less power than

is required to operate the sealed beam headlights of an automobile.

The compactness of the system will enable NBC's helicopter to rove over the parade route for exciting aerial views of the bustling panorama below.

Colorcast of the parade over the NBC-TV Network will take place from 12 noon, EST, to approximately 1:30 p.m., EST.

The new color system is another pioneering innovation introduced by NBC-TV. During the 1956 conventions, the network introduced an experimental half-inch Vidicon camera and transistor for portable use, the first time such a method had been taken out of the laboratory and brought to the video screen.

(more)

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RCA's new color system has also a wide area of application for closed-circuit work in industry, defense, education and research. Its potential ultimately could introduce color television into any new fields where compactness, portability and operating economy are essential.

Included in the system are some 300 transistors, several of which are still in the developmental stage. Its only vacuum tubes are three half-inch Vidicon camera tubes and a black-and-white viewing tube for monitoring.

The half-inch Vidicon tube used in the color system is about the size of a king-size cigarette. Its utilization permits the use of standard 8-millimeter motion-picture type lenses in the camera.

An RCA Laboratories technical team including J. W. Morgan, W. S. Pike and L. A. Boyer, working under the direction of L. E. Flory, developed the system at the David Sarnoff Research Center, in the laboratories of Dr. V. K. Zworykin, Honorary Vice President of RCA.

Besides the colorcast of the parade, the NBC-TV Network will present a half-hour warm-up to the parade from 11:30 a.m. to 12 noon, EST, the Sugar Bowl Game from New Orleans at 1:45 p.m., EST, and the Rose Bowl Game from Pasadena at 4:45 p.m., EST -- all in black-and-white.

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NBC-New York, 12/22/58

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December 22, 1958

### Attention, Sports Editors

PRO GRID TITLE GAME

Giants-Colts Battle for National Football League Crown
To Be Covered by NBC-TV and Radio Networks

The National Football League Championship will be at stake Sunday, Dec. 28 when the New York Giants, newly crowned Eastern Conference titleholders, oppose the Baltimore Colts, Western Conference winners, at New York's Yankee Stadium. The title clash will be carried exclusively by the NBC-TV Network (excluding WRCA-TV) and the NBC Radio Network (including WRCA), starting at 1:45 p.m., EST. (The telecast of the championship game always is blacked out in the city of origination.)

Sponsors of the television and radio coverage are Philip Morris, Inc., one-half sponsorship, and Clinton Engines Corporation and Hygrade Food Products, each one-quarter sponsorship.

The Giants will be seeking their second NFL championship in three years. They trounced the Chicago Bears, 47-7, in 1956. The Colts had never captured the Western Conference crown before this year. The Giants defeated Baltimore, 24-21, during the regular season.

New York won its division title Dec. 21 by downing the Cleveland Browns, 10-0, in a playoff battle. The Colts clinched their title three weeks earlier on Nov. 30. New York had a 10-3 mark for the year, including the playoff victory, and Baltimore was 9-3. (more)

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Baltimore fullback Alan Ameche was the league's second leading rusher, quarterback John Unitas was among the leading passers and end Ray Berry was co-leader in pass receptions. Quarterback Charley Conerly and halfbacks Frank Gifford and Alex Webster pace the Giants' versatile attack.

The numerical rosters of both teams follow (\* indicates probable offensive lineup at start of game):

			ORK GIANTS
19 John Unitas QB* 16 Frank Gifford 20 Milt Davis HB 20 Jim Patton	ay Brown ohn Unitas ilt Davis rt DeCarlo arl Taseff enny Moore ohn Call eonard Lyles illy Pricer lan Ameche ill Pellington ackie Simpson ert Rechichar G. Dupre ohn Sample buzz Nutter eo Sanford eorge Preas rt Spinney red Thurston teve Myhra on Shinnick lex Sandusky rt Donovan ene Lipscomb im Parker ay Krouse therman Plunkett andy Nelson ordell Braase ay Berry on Joyce im Mutscheller	QB	Meinrich QB Maynard HB Catton HB Karilivacz HB King FB Webster RH* Svoboda LB Criplett FB* Chandler HB Mey Conerly QB* Rote LE* May G Melacic G Mischak RG* Stroud RT* Miff G Mrackett T Modzelewski T Modzelewski T Modzelewski T Modzelewski E Macket Brown MacAfee E Robustelli E Macket RE* Melacic RE* Modselewski E Modzelewski E Modzelewsk

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December 22, 1958

SOVIET AUTHORITIES, CHARGING CENSORSHIP VIOLATIONS, DENY USE OF RADIO BROADCAST FACILITIES TO NBC NEWS' IRVING R. LEVINE

Ban Is Temporary -- Not an Ouster Action -- Moscow Correspondent Is Told

NBC News' Moscow correspondent Irving R. Levine was notified by Soviet authorities over the weekend that he will be denied use of radio broadcast facilities until further notice because of charges of censorship violations.

Levine was called to the Foreign Ministry and informed by the Deputy Chief of the Press Department that, starting immediately, he will not be permitted to broadcast. The Soviet press aide cited dates on which Levine had allegedly attempted to circumvent rules of censorship, including a Dec. 2 interview with Senator Hubert Humphrey.

Levine pointed out that he did not consider that Humphrey, as a visiting Senator, should be subject to censorship and that Humphrey confined his remarks to those expressed to Soviet Premier Khrushchev. Levine was told that the fact that Senator Humphrey was broadcasting under the auspices of an American correspondent made his remarks subject to censorship.

Stressing the seriousness of depriving a network correspondent of radio facilities, Levine asked whether this action was intended to indicate that the National Broadcasting Company's presence was no longer desired in Russia. The press aide replied that this was (more)

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### 2 - Irving R. Levine

not the Soviet intention and, unlike the Columbia Broadcasting System case, this action was directed against a correspondent rather than a network.

Levine then asked whether the authorities would prefer that another correspondent represent NBC News. He was given a negative reply, and told that temporary denial of facilities was intended only as punishment for censorship violations and not as an ouster action.

When Levine asked how long denial of broadcast facilities would apply, he was told that it depended on how well he abided by censorship rules in the future on telephone calls and cables which he may continue to use.

NBC has asked the Soviet Embassy in Washington for clarification of the Moscow Press Office action.

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NBC-New York, 12/22/58

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 "SUNDAY TIMES OF THE AIR" VIEWED BY NEWSPAPERLESS COMMUNITY
IN SECOND WEEK'S NBC NEWS FEATURE OVER WRCA-TV, NEW YORK

For the second week in a row, newspaperless New Yorkers got a look at the Sunday Times.

In cooperation with the New York Times, NBC News presented the second edition of "The Sunday Times of the Air," Sunday, Dec. 21, over WRCA-TV, New York.

Fifteen Times men -- including James Reston and Arthur Krock in Washington, Drew Middleton in London (via radio circuit), Sydney Gruson in Bonn (via radio circuit), and ll New York staff members -- reported on the news of the week in each of their areas. The hourlong telecast was part of NBC News' greatly expanded coverage during New York's current newspaper strike.

In NBC's Rockefeller Center studios for the program were Harrison Salisbury, E. C. Daniel, Joseph Durso, Arthur Daley, John G. Forrest, Howard Taubman, Bosley Crowther, Patricia Peterson, Orville Prescott, Walter Sullivan and Jack Gould, reporting on sports, business, music, movies, fashion, books, television, and general news developments here and abroad. NBC Newsman Merrill Mueller was anchorman.

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December 23, 1958

WINNERS ANNOUNCED FOR NBC TELEVISION NETWORK'S \$25,500 DAYTIME PROGRAM PROMOTION CONTEST

Winners of the NBC Television Network's \$25,500 Daytime
Program Promotion Contest, the biggest audience promotion competition
in NBC history, were announced today by the National Broadcasting
Company.

Eighty NBC-TV affiliates entered the contest. Reports sent to NBC by these stations showed that more than 30,000 on-the-air promotion spots for the network's daytime programs were broadcast during the contest. In addition, the stations placed more than 100,000 lines of advertising in local newspapers. The combined value of the announcements and advertising amounted to more than \$1,000,000.

Dean Faulkner, Promotion Manager of station KOA-TV, Denver, won the \$5,000 first prize for the basic station conducting the outstanding local promotion campaign in support of NBC-TV's daytime program line-up.

Miss Peggy Cooper, Promotion Manager of station WITN, Washington, N. C., won the \$5,000 first prize for the best campaign by an optional station.

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# 2 - Daytime Program Promotion Contest

Other winning promotion managers -- selected by a panel of 10 leading advertising editors and agency TV-radio executives -- follow:

For basic NBC-TV affiliated stations:

Second Prize of \$3,000 -- Arthur R. Garland, station WRGB, Schenectady, N. Y.

Third Prize of \$2,000 -- John Hurlbut, station WFBM-TV, Indianapolis, Ind.

Fourth Prize of \$1,500 -- Frank Reynolds, station KFSD-TV, San Diego, Calif.

Fifth Prize of \$750 -- Kirt Harris, station KPRC, Houston, Tex.

Sixth Prize of \$500 -- Dick Paul, station WBRE-TV, Wilkes-Barre, Pa.

For optional NBC-TV affiliated stations:

Second Prize of \$3,000 -- C. Kirk Jackson, station WTRF, Wheeling, West Va.

Third Prize of \$2,000 -- Roy C. Pedersen, station WDAY-TV, Fargo, N. D.

Fourth Prize of \$1,000 -- Doug Duperrault, station KTBS-TV, Shreveport, La.

Fifth Prize of \$750 -- David Witherspoon, station WRAL-TV, Raleigh, N. C.

Sixth Prize of \$500 -- Miss Edna Seaman, station WFBC-TV, Greenville, S. C.

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### 3 - Daytime Program Promotion Contest

In addition, the station managers of each of the winning stations will receive an RCA Victor color television set.

Station Managers of the basic affiliates are: Ralph Radetsky of KOA-TV, J. Milton Lang of WRGB, Eldon Campbell of WFBM-TV, William E. Goetze of KFSD-TV, Jack Harris of KPRC, and David Baltimore of WBRE-TV.

Station Managers of the optional affiliates are: W. R. Roberson of WITN, Robert W. Ferguson of WTRF-TV, Tom Barnes of WDAY-TV, E. Newton Wray of KTBS-TV, Fred Fletcher of WRAL-TV, and Kenneth Beachboard of WFBC-TV.

Winners of the contest were announced to the NBC-TV affiliates today in a special closed-circuit broadcast by Kenneth W. Bilby, Executive Vice President, Public Relations, for NBC. Al Rylander, Director of the NBC Exploitation Department, conducted the competition, which ran from Oct. 13 through Nov. 7.

The affiliated stations also promoted the network's daytime schedule with a variety of exploitation activities including parades (staged by 17 affiliates), special contests, local store tie-ins using window and counter displays, outdoor billboards, direct mail pieces and publicity in local papers.

Serving on the board of judges for the contest were: Robert E. Buchanan, Vice President, J. Walter Thompson Company; Rufus Crater, Senior Editor of Broadcasting Magazine; Norman R. Glenn, Editor and Publisher of Sponsor Magazine; Herman W. Land, Vice President and Executive Editor of Television Magazine; Thomas J. McDermott, Vice President in charge of TV and Radio, Benton and Bowles, Inc.;

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# 4 - Daytime Program Promotion Contest

Joe Morris, Managing Editor, Radio-Television Daily; Sol J. Paul, Publisher of Television Age; Richard A. R. Pinkham, Vice President in charge of TV and Radio, Ted Bates and Company; Carl Spielvogel, advertising columnist for The New York Times, and Lewis H. Titterton, Vice President in charge of TV and Radio, Compton Advertising, Inc.

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NBC-New York, 12/23/58

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# TELEVISION NEWS

December 23, 1958

'THE MUSIC SHOP STARRING BUDDY BREGMAN'--SUNDAY NIGHT HALF-HOUR VARIETY COLORCAST--TO START ON NBC-TV NETWORK JAN. 11

Conductor-Composer-Arranger to Present 4 or 5 Stars Each Week

"The Music Shop Starring Buddy Bregman," a half-hour live variety colorcast show featuring the country's top recording artists, will be presented on the NBC-TV Network on Sundays, 7:30 to 8 p.m., EST, starting Jan. 11.

Buddy Bregman, noted young conductor-composer-arranger who will be host of the new series, will present four or five guest stars and their music on each show. The programs will be produced by Maurice Duke and directed by Barry Shearer.

"The Music Shop Starring Buddy Bregman" is part of a programming shift affecting two other time periods (EST):

"Northwest Passage," now shown at 7:30 p.m. Sunday, will be moved to 7:30 p.m. Fridays, beginning Jan. 9. The last Sunday telecast of "Northwest Passage" will be on Jan. 4.

"Buckskin," now presented at 7:30 p.m. on Fridays, will be seen at 7:30 on Mondays beginning on Jan. 5. Its final Friday telecast will be on Jan. 2. "Tic Tac Dough," now at 7:30 p.m. Monday, will present its last program in that period on Dec. 29. It will continue its daytime telecasts Mondays through Fridays at 12 noon.

(more)

## 2 - 'The Music Shop Starring Buddy Bregman'

As a result of these changes, the Sunday night schedule will include a  $2\frac{1}{2}$  hour block of "live" color programming -- "The Music Shop Starring Buddy Bregman" (7:30-8 p.m.), the "Steve Allen Show" (8-9 p.m.), and the "Dinah Shore Show" (9-10 p.m.). Friday nights will include another 90 minutes of color -- "Northwest Passage" and "Ellery Queen" (8-9 p.m.). (All Time references are EST.)

Buddy Bregman has been music director of such top series as "The Eddie Fisher Show," "The Colgate Comedy Hour," "Shower of Stars," and "The Best of Broadway." He has scored a number of movies and has been associated as arranger and composer with such stars as Ethel Merman, Frank Sinatra, Mario Lanza and Tony Martin.

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NBC-New York, 12/23/58

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#### PROCTER AND GAMBLE CO. EXTENDS ITS SPONSORSHIP OF 'TREASURE HUNT'

The Procter and Gamble Company has extended its original 52-week order for the sponsorship of three alternate-week quarter-hour segments in the NBC-TV Network's "Treasure Hunt" program (telecast Monday through Friday, 10:30-11 a.m., EST), it was announced today.

The additional order is effective Feb. 4 and calls for the advertiser to continue sponsorship of an alternate Monday, alternate Wednesday and alternate Thursday quarter-hour segment of the program through next June.

The Procter and Gamble order was placed through Young and Rubicam, Inc., advertising agency.

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NBC-New York, 12/23/58

The Process and Gamble Company has extended the original 52-week order for the spendorship of three same alternate-week quarter-hour segments in the MBC-IV Metwork's "Processe Munt" process (telesant in the ABC-IV Metwork).

The additional order is effective Feb. 4 and calls for the advertiser to continue sponsorthing of an alternate Monday, alternate Modaesday and alternate fluored and through next fluored quarter-hour segment of the program through next June.

Young and Rubicam, Inc., afvertisting agency.

#### PRINCIPAL PLAYERS CHOSEN FOR 'YOUNG DOCTOR MALONE' SERIAL DRAMA

William Prince, noted actor of stage, screen and television, has been chosen to portray Doctor Jerry Malcne in the new NBC-TV serial drama, "Young Doctor Malone," which starts Monday, Dec. 29 on the NBC-TV Network (3:00 (3:00 p.m., EST).

Other principal roles that have been cast include Dr. David Malone, to be played by John Connell; Tracey Malone (Mrs. Jerry Malone), by Virginia Dwyer; nurse Fran Merrill, by Patricia Bosworth; Dr. Paul Brown, by David G. Stewart, and Jill Malone by Kathy Widows.

Through January the six principal players on "Today Is Ours" will continue on "Young Doctor Malone" to complete their story. Patricia Benoit, Patrick O'Neal, Joyce Lear, Ernest Graves, Peter Lazer and Barry Thomson are the "Today Is Ours" players.

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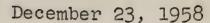
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see the "Today is Ours" pluyers.





BOB PRIAULX--IN JUST TWO DAYS--WILL OVERSEE OVERSEAS NEWSMEN'S TRANSFORMATION TO POLISHED TV PERFORMERS FOR "PROJECTION '59"

In just two short days, NBC News director Bob Priaulx faces the Svengali-like task of transforming a group of six overseas correspondents into polished television performers.

Priaulx will direct NBC News' "Projection '59," the <u>Sunday</u>,

<u>Dec. 28</u> review of 1958 and preview of news trends in the coming year.

("Projection '59" will be telecast on the NBC-TV Network as part of the "NBC Kaleidoscope" series, 5-6 p.m., EST, and broadcast on the NBC Radio Network, 6:30-7 p.m. and 7:05-7:30 p.m., EST.)

The six overseas correspondents (who will be joined by six of their domestic colleagues in the program) are all experienced newsmen but, because their jobs keep them in foreign lands, most have had little "on camera" television experience.

Since the group will not assemble until Dec. 26 -- just two days before the show -- Priaulx' time is short. His condensed course in "How to Be a Television Performer" consists of such basics as how to sit, how to control nervous mannerisms, and how to dress (no loud socks or ties).

Priaulx is eminently qualified for such a pressure-type job.

A tall, calm giant of a man who has directed thousands of news shows during his nine years with NBC, he describes himself as a bathtub plug. "I keep the staff from running away with itself," he says.

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NBC NEWS' IRVING R. LEVINE ORIGINATES "TODAY" SEGMENT FROM DENMARK ON SOVIET ACTION TEMPORARILY DENYING HIM RADIO BROADCAST FACILITIES

NBC News' Moscow correspondent Irving R. Levine spoke on the NBC-TV Network "Today" program this morning via radio facilities from Copenhagen, Denmark, to discuss the alleged censorship violation which resulted in a temporary ban of his use of radio broadcast facilities from the Russian capital. Levine is now en route to the U. S. to appear on NBC News' annual year-end review and preview of 1959 news trends.

Following are Levine's remarks concerning the action taken by the Soviets:

"This is the story I was not able to broadcast from Moscow.

I was not able to broadcast it because since last Friday I have not been permitted to use broadcast facilities.

"Summoned to the Soviet Foreign Ministry I was told by an official that I was barred from broadcasting until further notice because, he charged, I had violated censorship rules. These are rules that require the submission of every dispatch to a censor's pencil, rules which American reporters must accede to, but never accept.

"The Soviet authorities objected to an interview I had done with Senator Hubert Humphrey after his eight-hour conversation with Nikita Khrushchev. Humphrey agreed in that first interview to talk only about prospects for cooperation on world health. When his prepared remarks were not passed by the censor by broadcast time, we went on the air anyway -- that is until the censors cut the line dead.

"The material, by the way, was passed three hours later.

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### 2 - Irving R. Levine

"More important than a correspondent's temporary loss of broadcast facilities is the obvious conclusion that even a senator visiting Russia is not free from Soviet censorship -- although the subject is no more controversial than world health."

Levine will take part in NBC News' "Projection '59," a full-hour review of 1958 and preview of 1959. He will be one of 12 domestic and foreign correspondents participating. "Projection '59" will be telecast Sunday, Dec. 28 on the NBC-TV Network as part of the "NBC Kaleidoscope" series 5-6 p.m., EST, and on the NBC Radio Network (6:30-7 p.m. and 7:05-7:30 p.m., EST.)

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NBC-New York, 12/23/58

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December 23, 1958

BOB HOPE SETS A MERRY, ALMOST SLEEPLESS PACE ON HIS HOLIDAY TOUR OF U. S. BASES ABROAD

Sleep is almost an unknown factor for Bob Hope during an overseas entertainment tour.

Each day is packed with activities enough to occupy a full week's time for the average person. Typical is the time he spent at Port Lyautey Naval Air Station in Morocco (Friday, Dec. 19), one of the many stops in his current visits to U. S. military installations -- his eighth Christmas tour abroad.

Hope visited Lyautey for 27 hours, and:

- 1 With North Morocco amateur golf champion Bouchaib

  Hadadi won the first annual Kenitra Amateur Invitational Tournament.
- 2 Sped 33 miles to ancient Rabat, capital of the North African nation, to visit U. S. Ambassador Charles H. Yost, and tour the palace of King Mohamed V as guest of Chief of Cabinet, Abderrahmane Naggai.
- 3 That evening entertained 5,000 servicemen at Lyautey and their dependents packed into the base's largest hangar, with a USO-sponsored troupe that is touring U.S. installations in Europe.

(more)

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### 2 - Bob Hope on Tour

4 - Attended a post reception in his honor that lasted until midnight. Bob and his troupe -- Hedda Hopper, Molly Bee, Randy Sparks, Jerry Colonna, Elaine Dunn, Les Brown and his "band of renown" -- arrived at Lyautey at 6 a.m. following a flight from The Azores, where they had entertained Air Force personnel the night before. En route, rehearsals for the Morocco show lasted until 2 a.m., then stormy weather made sleep impossible.

Despite the tiring flight Bob, after breakfast and a catnap, played in the Kenitra Amateur, a benefit tournament to raise money for English books for Morocco school children.

Surprise of the event was the appearance of the Riff
Mountain Boys, a bagpipe-like music group of white-turbanned Berbers
playing primitive pipes, drums and 12-foot horns. The group was
brought from a mountain clan 140 miles distant to salute Bob's golf
effort for charity.

Bob finished strong, birdied the final hole to tie Morocco amateur Hadadi, then divvied the title -- "You take South Morocco and I'll take North."

The Rabat trip followed, with an inspection of Mohamed V's Royal Guard barracks as part of the four-hour 70-mile tour. Upon return to Kenitra, the city bordering Lyautey Air Station, Hope was guest at a ceremonial tea at the home of Abdel Hamid el Alaoui, Kenitra Pasha (ruler).

A script review and dinner preceded the night show, attended by 80 percent of the Americans at Lyautey, plus Air Force personnel from neighboring bases at Sidi Slimane, Rabat-Sale and Nousseur, and

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### 3 - Bob Hope on Tour

sailors of the French Navy ships at the port. Lyautey commander Capt. J. L. Counihan was host at the after-show party for the Hope troupe.

Hope retired at midnight for his first night of rest since leaving Hollywood Wednesday morning.

Another Bob Hope day began at 7:30 the next morning, and was well on its way to becoming as busy as the previous one as the two planeloads of entertainers and technicians flew to Moron Air Base in Spain -- and an afternoon show for U. S. troops there.

Highlights of Hope's Yuletide shows will be filmed at various bases for telecast during "The Bob Hope Buick Show" on the NBC-TV Network Friday, Jan. 16 (9-10 p.m., EST).

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NBC-New York, 12/23/58

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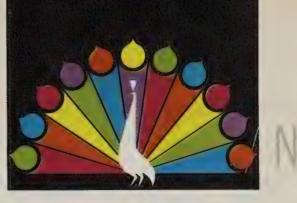
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# NBC TELEVISION NETWORK



NEWS

December 24, 1958

SPECIAL ONE-HOUR TV 'STORY OF ATLAS 10B'

OF PREPARATIONS AND LAUNCHING OF ATLAS SATELLITE

TO BE TELECAST ON 'CHET HUNTLEY REPORTING'

A special hour-long edition of NBC-TV's "Chet Huntley Reporting" Sunday, Dec. 28 -- "The Story of Atlas 10B" -- will provide the most comprehensive coverage of Cape Canaveral ever permitted.

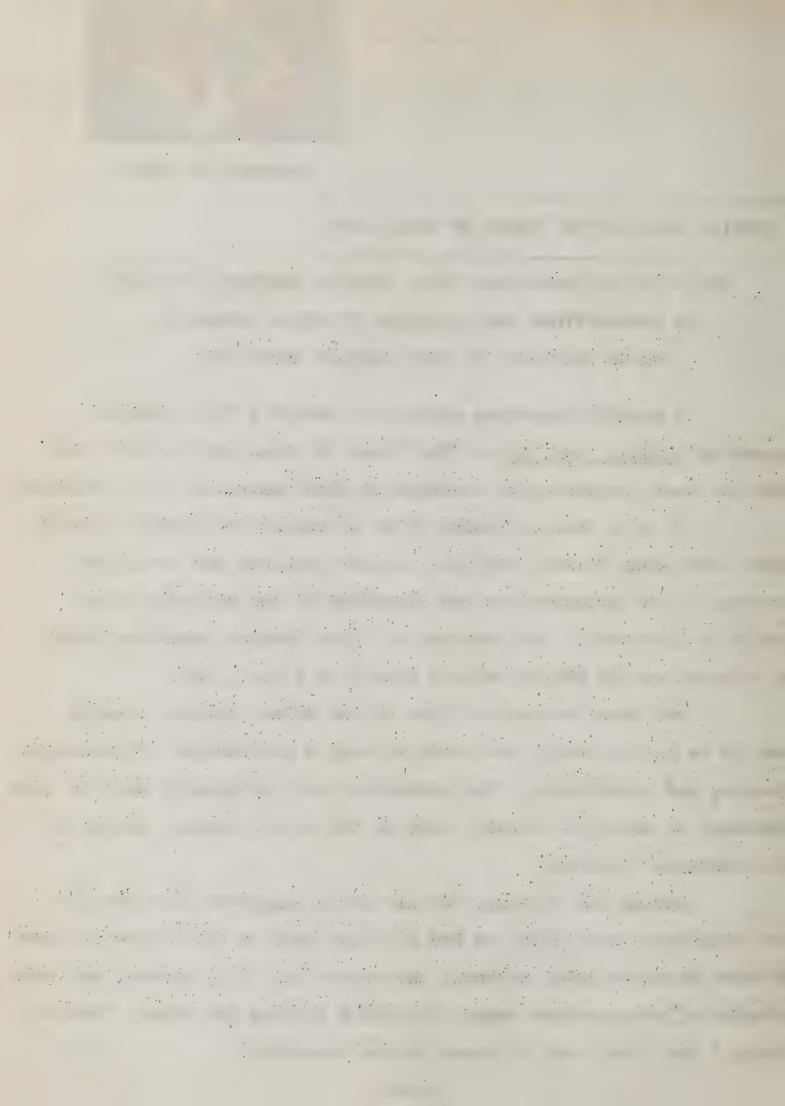
It will show exclusive films of behind-the-scenes activity never previously filmed, and will include complete and exclusive coverage of the preparations and launching of the historic Atlas satellite last week. This edition of "Chet Huntley Reporting" will be telecast on the NBC-TV Network from 6 to 7 p.m., EST.

NBC News' exclusive films of the Atlas, largest missile ever to be put in orbit, were made through a combination of extensive planning and coincidence. The production unit originally went to Cape Canaveral to shoot an overall story on the Cape's busiest season in its eight-year history.

During the filming, the Air Force suggested that the 85foot stainless-steel Atlas on Pad II might make an attractive picture.

NBC News director James Kitchell and writer Bill Hill agreed, and full coverage of preparations began, including filming the Atlas' "static firing," the final test of power before launching.

(more)



### 2 - 'Story of Atlas 10B'

In addition -- as a novel idea -- Kitchell placed a camera inside the blockhouse during an actual firing. This had never been done before, since no cameramen are permitted in the area at that time. Kitchell, with Air Force permission, set an unmanned camera in a stationary position, concentrating on the reactions of Curtis Johnston, the 31-year-old test conductor.

Remarkably, the unmanned camera caught Johnston during the firing of the giant Atlas, on which NBC News had been concentrating its earlier filming.

Other areas of Cape Canaveral to be seen on the Sunday special news telecast are the telemetry, where data is received from missiles in flight; the impact predictor, which calculates where a missile which has lost power will descend; and central control, which has overall supervision of the firing.

Other features of the telecast will be coverage of the rocket which transported a monkey into space, and Chet Huntley's interview with Maj. General Donald N. Yates, commander of the Air Force Missile Test Center.

Reuven Frank produces "Chet Huntley Reporting." NBC News cameraman Bruce Powell shot the film. The Air Force liaison officer was Captain Tom Burleson.

This special program will preempt "Meet the Press."

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# VBC TELEVISION NETWORK



NEWS

December 24, 1958

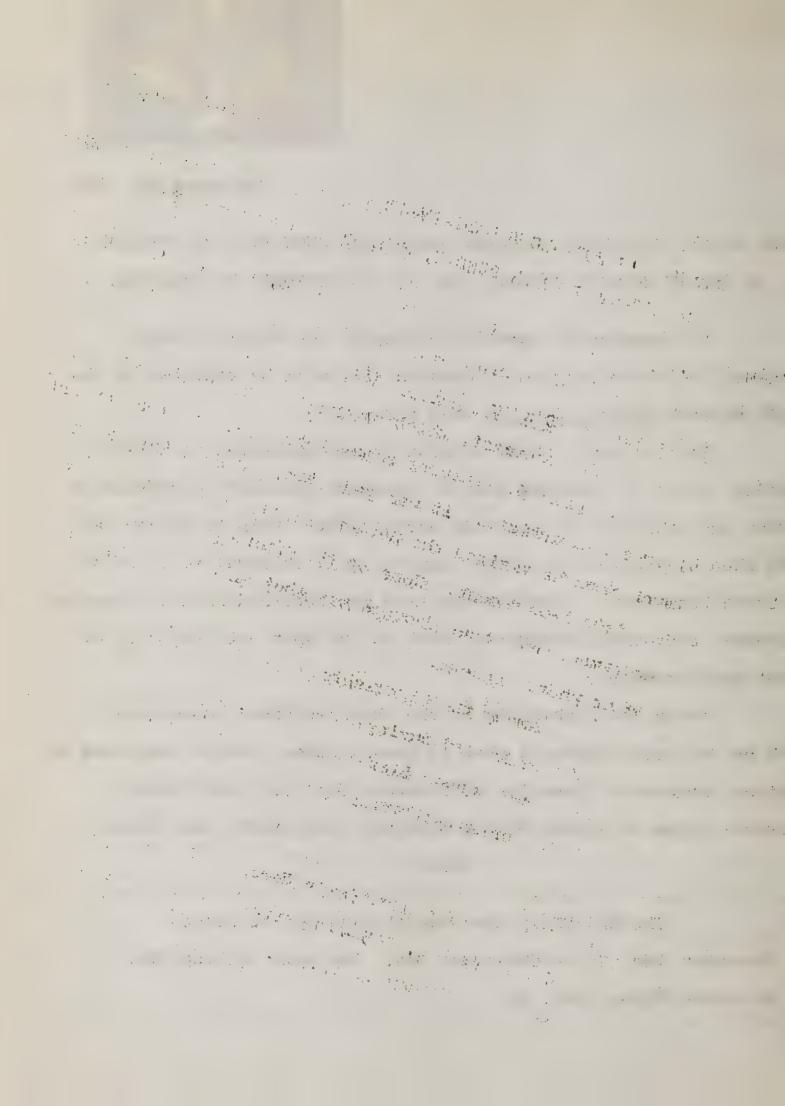
BOB HOPE'S FULL-HOUR MADE-IN-RUSSIA FILM SHOW WILL BE REPEATED ON NBC-TV NETWORK SUNDAY, JAN. 25, IN RESPONSE TO REQUESTS

In response to numerous requests, Bob Hope's widely-acclaimed full-hour program of Russian film will be repeated on the NBC-TV Network Sunday, Jan. 25 (4-5 p.m., EST).

The telecast, which originally was presented on NBC-TV
Saturday, April 5, features some of Russia's greatest entertainment
figures and artists. It was made during Hope's trip to Moscow last
March when he visited the Soviet capital as a cultural emissary of
the State Department. Some of the film was obtained from the Russian
government and other footage was shot on the spot with the help of
Soviet photographers.

Among the highlights of the show are Hope's monologue which he delivered during a show in Spasso House, Moscow residence of American Ambassador Llewellyn E. Thompson Jr.; violinist David Oistrakh; prima ballerina Galina Ulanova; Oleg Popov, the clown; (more)

The NBC Daily News Report will not be issued
Thursday, Dec. 25 -- Christmas Day. The next mailing will
be dated Friday, Dec. 26.



# 2 - Bob Hope

Arkadi Raikin, comedian; Uri Barov's animal act; the Ukraine State Dancers, and Russian movie stars Shigalova, Skovtsova and Cherednichenko.

Other features of the show include a fashion show at a Moscow Department store, the Maly Theatre for the "Dance of all Nations," a Russian circus, views of "tourist" Bob Hope poking his nose into Moscow street scenes, and the Moscow Airport with Irving R. Levine of NBC News.

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NBC-New York, 12/24/58

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# TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
Jan. 4-10 (All Times EST)

# Sunday, Jan. 4

- 4:30-5 p.m. -- "The Great Leap Forward" -- the first definitive television report from Red China. NBC Newsman Frank McGee narrates.
- 7:30-8 p.m. -- "Northwest Passage" -- starring Keith Larsen, Buddy
  Ebsen and Don Burnett. Tonight's drama is "The
  Counterfeiters."
- 8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are
  Patrice Munsel, Roy Hamilton, the King Sisters and comedian
  Chuck McCann.
- 9-10 p.m. -- "The Chevy Show" presents "The Hoe-Down," a country and Western roundup starring Pat Boone, Roy Rogers, Jo Stafford, Red Foley, The Sons of the Pioneers, Homer and Jethro, and 16 Hollywood Square Dancers.

# Monday through Friday, Jan. 5-9

2-2:30 p.m. -- "Truth or Consequences" -- Bob Barker is emcee.

2:30-3 p.m. -- "Haggis Baggis" -- Fred Robbins is emcee.

# Monday, Jan. 5

10-10:30 p.m. -- "The Arthur Murray Party" -- starring Kathryn and Arthur Murray.

# Tuesday, Jan. 6

8-9 p.m. -- "The Eddie Fisher Show" -- George Gobel is one of Eddie's guests tonight. (more)

### 2 - NBC-TV NETWORK COLORCAST SCHEDULE

### Wednesday, Jan. 7

8:30-9 p.m. -- "The Price Is Right" -- Bill Cullen is emcee.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

### Thursday, Jan. 8

9:30-10 p.m. -- "The Ford Show" -- Tennessee Ernie Ford welcomes actor Lloyd Bridges tonight.

10-10:30 p.m. -- "Masquerade Party" -- Bert Parks is host.

### Friday, Jan. 9

7:30-8 p.m. -- "Northwest Passage" -- this filmed adventure series takes this new time period, starting tonight.

8-9 p.m. -- "Ellery Queen" -- George Nader stars as the famous detective.

### Saturday, Jan. 10

8-9 p.m. -- "The Perry Como Show" -- Rosemary Clooney and the Kingston Trio are on Perry's guest list tonight.

NOTE: Please make the following additions and corrections to the colorcast schedule for January:

### Monday, Jan. 5, 12 and 19

7:30 p.m. - Kill: "Tic Tac Dough."

### Fridays, Jan. 9, 16, 23 and 30

7:30 p.m. - Add: "Northwest Passage"

### Sundays, Jan. 11 and 25

7:30 p.m. - Kill: "Northwest Passage."

Add: "The Music Shop Starring Buddy Bregman."

### Wednesday, Jan. 28

10-11 p.m. - Kill: "An Evening With Fred Astaire" -- (program will be repeated instead on Wednesday, Feb. 11, 10-11 p.m., EST).

8:36-9 h.m. -- "Mile Riche In Alght" -- Dink One 10 amove.

9-9:30 p.m. -- "Mileya Road - Harring to Mark Muste Milit."

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TERREST STREET FOR SHOW! -- FRANCESSER HITTLE FOR VERSEN

10-10:30 p.m. -- "marquerede Party" -- Dert Parks is hoot.

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# VBC TELEVISION NETWORK



NEWS

December 26, 1958

NEW ROCHELLE, N. Y., PROCLAIMS BOB SMITH OF 'HOWDY DOODY'
AS GOODWILL AMBASSADOR TO THE TV ENTERTAINMNET WORLD

New Rochelle, N. Y., has proclaimed "Howdy Doody's" Bob Smith as the city's new goodwill ambassador to the TV entertainmnet world, it was announced today by Mayor George Vergara.

The NBC-TV Network star, a longtime New Rochelle resident, was presented with the proclamation in a ceremony in Mayor Vergara's office, marking the occasion of "Buffalo Bob's" llth anniversary with his children's television program.

The anniversary will be observed on the "Howdy Doody" telecast -- the 2,252nd -- on Saturday, Dec. 27 (NBC-TV Network, 10 a.m., EST).

Following is the Proclamation issued by Mayor Vergara:

WHEREAS The City of New Rochelle has been memorialized in song and verse as "Forty-Five Minutes from Broadway," and

(more)

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WHEREAS

The City of New Rochelle is justly proud of its sons and daughters who have made their mark on Broadway, in television and in other areas of the entertainment field, and

WHEREAS

Bob Smith is the star of the NBC-TV show, "Howdy Doody" and

WHEREAS

Bob Smith has been a long-time resident of the city of New Rochelle, and

WHEREAS

Bob Smith has conducted himself in the television medium with the highest regard for his audience and has been a powerful influence for constructive good among the nation's children,

I do hereby designate and appoint
Bob Smith Ambassador of Goodwill of
the City of New Rochelle to the
field of television on this the occasion of the 11th anniversary of
the "Howdy Doody" show, and his
2,252nd "Howdy" program on the
NBC-TV Network.

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the "Howay Boody" show, and his
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CHRISTOPHER PLUMMER AND IRENE WORTH WILL STAR ON 'OMNIBUS'
IN 'PRINCE ORESTES,' ADAPTATION OF GREEK TRILOGY

"Omnibus" production of "Prince Orestes," an adaptation of the one complete trilogy of Greek tragedy which has survived, <u>Sunday</u>, <u>Jan. 4</u> (5-6 p.m., EST), on the NBC-TV Network. Both performers are noted for their stage portrayal of classical roles.

The trilogy, the "Oresteia" of Aeschylus, dates from 458 B. C. In it, Agamemnon is slain in his own palace by his wife Clytemnestra with the aid of Aegisthus, her paramour. Her son Orestes seeks revenge upon his mother for the murder of his father. Orestes takes his revenge by slaying his own mother and is hounded by the Furies.

Plummer will portray both Agamemnon and Orestes, father and son. Miss Worth will be Clytemnestra. Jacqueline Brooks will be Athena, and Roy Poole will be Aegisthus.

E. Martin Browne, who has staged all of T. S. Eliot's plays in England and in this country, will stage "Prince Orestes." William A. Graham will be the TV director. Leo Brady, of the faculty of the Catholic University of America, is the adapter.

(more)

ÖHRESTORHER FLEUMER AND INEME VORTE WELL STAN ON 'ODRIBUS' IN 'PELLOR ORGSTUN,' ADARBANION ÖF GREEK TRILOGY

Obstation of "spines Growtes," an shapteblon of the one to trilogy of Growtes, which has survived; Survived Jan. 4 -6 p.m., MST), on the MFC WY Welvert. Toth parformers are noted finely obage perturyal of classical roles.

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Plummer will contrap both Agamemmon and ownthes, Pather ison. His Word will be digneranted. Jacquelino Becoics will be roas, and Roy Poole will be Alpichus.

H. Martin Drewns, who has staged all of T. S. Ellot's tys in Angland and in this country, will stage "Prince Orestes." tiam A. Grabem will be the five director. 120 Oresty, of the faculty the Catholic University of America, is the adopter.

### 2 - 'Omnibus'

Orestes was one of the most frequently employed characters in Greek tragedy. In Aeschylus' trilogy -- which consists of "Agamemnon," "Choephoroe" ("Libation Bearers") and "Eumenides" ("Kindly Spirits") -- Orestes is the main character. He does not appear in "Agamemnon," but his appearance is ominously foretold. No character appears in all three plays except Clytemnestra, if her ghost be considered the same personality as the living character.

Miss Worth scored critical and popular success as Mary,

Queen of Scots, in the 1957 production of Schiller's "Mary Stuart" at
the Phoenix Theatre, New York City. She played the same role when
"Omnibus" brought scenes from that stage production to TV.

Plummer starred in an earlier "Omnibus" production of Christopher Fry's "The Lady's Not for Burning." He has played Hamlet and other star roles at the Stratford (Ontario) Shakespeare Festival.

"Omnibus," telecast on alternate Sundays, is sponsored by Aluminium Limited and is produced by Robert Saudek Associates.

Alistair Cooke is host.

NBC-New York, 12/26/58

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Flummer starred in an enterier "Omnibus" production of istopher fry's "from Lady's Hot for the terming." He tens played Hemica other star rotes to the Stratford (Catario) Shekesprear Jestival. "Omnibus," telecast on arthurace Sundays, is spendared by minibus figures and is produced by Rebert Saudel Assertinger.

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BEN GRAUER AND WIFE, NOTED DESIGNER MELANIE KAHANE, TO PRESENT DECORATING WAVELENGTHS, 'NEW SERIES ON 'NIGHTLINE'

NBC's Ben Grauer and his wife, the noted interior and industrial designer Melanie Kahane, will present a new program, "Decorating Wavelengths," to be broadcast as part of the NBC Radio Network's "Nightline" starting Monday, Jan. 5. The program (Mondays through Thursdays at 8:30-8:35 p.m., EST) will deal with the basic principles of good taste in home decoration and important trends in color coordination and styling.

Waverly Fabrics will sponsor the Monday and Tuesday segments.

"Proper decoration provides a background for enjoyable
living," says Miss Kahane. "It's a cultural outlet, and it creates
an atmosphere in the home that affects every member of the family
group."

Miss Kahane, a graduate of Parsons School of Design in New York, is noted for creating interiors for homes, offices, hotels, exhibitions and industrial displays. She has also designed fabrics, furniture and lighting fixtures and has decorated many residences, including Billy Rose's New York home, the governor's mansion in Austin, Tex., and the official residence of Princeton University's president. Recently she designed the Playbill Restaurant in New York's theatrical

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### 2 - 'Decorating Wavelengths'

district. Her commercial and industrial accounts include some of America's largest corporations. She is national secretary of the American Institute of Decorators and president of its New York Chapter.

"Monitor," has broadcast at least once a day on NBC for more than two decades. He has been a special events reporter, sports commentator, panel moderator, emcee and quizmaster. Among the notable events he has covered are the America Cup races, every national political convention since 1944, and the United Nations crises on Lebanon, Suez and Hungary. He was decorated by the French government with the Legion of Honor in 1955.

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NBC-New York, 12/26/58

strict. Her commercial and industrial accounts instude seme of America's largest occoporations. She is national secretary of the American Institute of Decemberra and president of its New

Graner, a communicator on the MBC Radio Necwork's "Monitor," has broadeast at least once a day on MBC for more than two decades. He has been a special events reporter, sports commentator, ponel moderator, emoce and quiamaster. Among the notable events he has covered are the Amorica Cup ruces, every national political denvention since 1944, and the United Nations of Sucr and Hungary. He was decorated by the French government with the Legica of Honor in 1955.

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#### SENATORS DOUGLAS AND JAVITS TO 'MEET THE PRESS'

Senators Paul H. Douglas (D.-Ill.) and Jacob K. Javits (R.-N.Y.) will be the guests on "Meet the Press" <u>Sunday</u>, <u>Jan. 4</u> (NBC-TV Network, 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST), three days before the 86th Congress is scheduled to reconvene.

The two senators will be interviewed separately. The panelists will be Jack Bell of the Associated Press, May Craig of the Portland (Me.) Press Herald, Richard Wilson of Cowles Publications and Frank van der Linden of the Nashville Banner. Ned Brooks will moderate the program, which will originate in Washington.

"Meet the Press" is a Public Affairs presentation of NBC News.

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Senators Patt M. Douglas (D.-III.) and Jacob M. Javito (R.-M.F.) will be the greats on "Mest the Ivess" Sundey Jan. 4 (MEG-IV Metrork) 6-6:36 p.m., EST) the indic as part of "Pattor," '150-7 p.m., EST) the indic as part of "Pattor," Cougress is scheduled to reconvene.

The two senators will be interviewed suppossebly. The panelists will be Jack bell of the suppossebly. The panelists will be Jack bell of the suppose it will stand with the first of the walter in the suppose the suppose will mederate the program, which will nederate the program, which will enderate the program, which will enderate

"Meet the Press" is a Public Alfairs presentation of NBC News.

# NBC SELLS FACILITIES OF WBUF TO TWO BUFFALO TV STATIONS

Facilities of WBUF, the NBC-owned television station in Buffalo, N. Y., which suspended operations last Sept. 30, have been sold to WBEN, Inc., and Transcontinent Television Corporation, it was announced today.

The WBUF studios will be occupied by WBEN-TV, and the antenna tower at the rear of the property will be used by WGR-TV, which is owned by Transcontinent Television. WBR-TV is affiliated with the NBC Television Network.

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NBC-New York, 12/29/58

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Feetlisies of Mark Phis Mid-omad television station in Phisale, M. Y., which suspended, openations last Sept. 30, have been sold to Willy Indi: and Presidentially Pelevision Componation, it was announced today.

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# MBG RADIO METWORK MEWS

December 29, 1958

'AFRICA TODAY,' SIX-PART REPORT MADE BY TASK FORCE ON 28,000-MILE JOURNEY, WILL START JAN. 7 ON NBC RADIO NETWORK

A 28,000-mile journey through Africa with portable taperecorder provides the raw materials for a six-part report, "Africa
Today," to be presented by NBC Radio on Wednesdays from Jan. 7 through
Feb. 11 (network except WRCA, 10:05-10:30 p.m., EST).

A project of the National Council of Churches, the series was made by a task force that ranged from Ghana to the Union of South Africa. Offering a broad picture of what the continent is like today, it chiefly explores both the benefits and the harmful effects of Western ideas and techniques in the Africa of this generation.

Featured in the series are interviews with persons in many walks of life, descriptive material, music, and sounds characteristic of the continent. Howard Price is the on-the-spot reporter and interviewer.

"The Role of Women" will be subject of the first broadcast (Jan. 7), with Miss Enoh Etuk, a young Nigerian career woman, among the participants. Miss Etuk is producer of children's programs at the Nigerian Broadcasting Corporation.

Themes of subsequent broadcasts will be:

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### 2 - 'Africa Today'

"The Hospital of Lambarene," in two parts (Jan. 14 and 21), with Trudi Boschler, nurse in charge of the leper colony at Dr. Albert Schweitzer's hospital at Lambarene, Belgian Congo.

"Music" (Jan. 28), with Fela Sowande, one of Africa's leading composers.

"The Role of Missions" (Feb. 4), with Don and Mary Bobb, for six years American missionaries in the Belgian Congo; Nathar Shamuyahira, editor of African Daily News, Salisbury, Southern Rhodesia; and C. M. O. Mate, permanent secretary to the minister of education of Ghana.

"Race Relations" (Feb. 11), with the Rt. Rev. Thomas G. V. Inman, Anglican Bishop of the Province of Africa, at Natal, Union of South Africa.

The series is a Public Affairs presentation of NBC News.

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NBC-New York, 12/29/58

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## CREDITS FOR 'YOUNG DOCTOR MALONE' ON NBC-TV NETWORK

TELECAST

"Young Doctor Malone," Monday through

Friday, (NBC-TV Network, 3 p.m., EST).

STARTING DATE:

Monday, Dec. 29, 1958

FORMAT:

Serial drama about Dr. Jerry Malone, head of a Midwestern hospital; his wife, Tracey; his adopted son, Dr. David Malone; nurse Fran Merrill, fiance of David Malone; Jill

Malone, daughter of Jerry Malone.

CAST:

Dr. Jerry Malone ..... William Prince

Tracey Malone........Virginia Dwyer

Dr. David Malone.....John Connell

Nurse Fran Merrill....Patricia Bosworth

Dr. Paul Brown......David G. Stewart

WRITER:

Julian Funt.

PRODUCER:

Lucy Ferri.

DIRECTORS:

Walter Gorman and Jim Young.

MUSIC DIRECTOR:

Charles Paul.

PRODUCTION ASSISTANT:

Steve Simon,

SPONSORS AND AGENCIES: Procter and Gamble Co. (Compton Advertising Inc.) Armour and Company (Foote, Cone and Belding, agency) National Biscuit Company (McCann Erickson, Inc., agency).

ORIGINATION:

NBC studios, New York.

NBC PRESS

REPRESENTATIVE:

Leonard Meyers, New York.

<sup>----</sup>NBC-New York, 12/29/58

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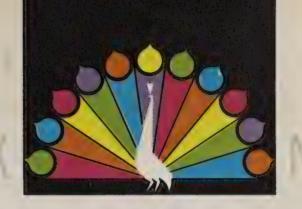
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December 30, 1958

"THE TEN COMMANDMENTS," BEN HECHT'S FIRST FULL-HOUR PLAY
FOR TV, WILL BE PRESENTED ON "NBC KALEIDOSCOPE"
FEB. 8 WITH ARTHUR KENNEDY AS STAR

"The Ten Commandments," a television play written by Ben Hecht and starring Arthur Kennedy as a newspaperman turned false evangelist, will be presented on "NBC Kaleidoscope" Sunday, Feb. 8 (NBC-TV Network, 5-6 p.m., EST).

Hecht, who has won fame as a playwright, movie writer,

TV personality and newspaperman, describes "The Ten Commandments"

as an "iconoclastic comedy." This is the first full-hour play

Hecht has written for television.

The program was conceived by Jess Oppenheimer as one of a series of proposed productions dealing with each of the Ten Commandments. Oppenheimer will produce the play and Jack Smight will direct.

Kennedy will star as a newspaper reporter who becomes a Hollywood gag-writer after the death of his young son, then turns cynically to evangelism and finally pretends that he is a faith healer.

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### 2 - "The Ten Commandments"

The play is based on the Commandment: "Thou shalt not take the name of the Lord thy God in vain: for the Lord will not hold him guiltless that taketh His name in vain."

Kennedy was nominated for an Academy Award for his role in "Peyton Place." His other recent motion pictures include "Some Came Running" and "Twilight of the Gods." On the Broadway stage, he starred in "Death of a Salesman" and "The Crucible," among other productions.

"The Ten Commandments" will be telecast from the NBC studios in Burbank, Cal. Charles Van Doren, host of "NBC Kaleidoscope," will introduce the play.

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NBC-New York, 12/30/58

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December 30, 1958

11 SPONSORS' NEW AND RENEWAL BUSINESS OF \$1,500,000 IN GROSS REVENUE,
PLACED WITH NBC-TV NETWORK'S "TODAY" AND "THE JACK PAAR SHOW"

New and renewal business from 11 advertisers amounting to more than \$1,500,000 in gross revenue has been placed with the NBC Television Network's "Today" program and "The Jack Paar Show" during the past two weeks, Jim Hergen, Manager, NBC Participating Program Sales announced today.

Pacing this latest sales upsurge is a new order from Stern's Nurseries, Inc., calling for 40 participations on the "Today" program and four participations on "The Jack Paar Show" scheduled during next Spring and a new order from the Sandura Company, Inc., calling for 40 participations for its Sandran floor covering on "The Jack Paar Show" starting Jan. 13. Fairfax, Inc., is the agency for Stern's Nurseries and Hicks & Greist, Inc., is the agency for The Sandura Company, Inc.

Other advertisers placing new orders and their agencies are:
Hagan Chemicals and Controls, Inc., through Ketchum, MacLeod

and Grove, Inc. (Pittsburgh), has ordered 16 participations for its

Calgon on "The Jack Paar Show" starting Feb. 17.

Magnus Organ Company, through Rothbardt and Haas

Advertising, Inc. (Chicago) has ordered 13 participations on "The

Jack Paar Show" starting in February.

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The Kayser-Roth Corporation, through Daniel and Charles, Inc., has ordered 13 participations for its Supphose on "The Jack Paar Show" starting Feb. 4.

Jackson and Perkins, through Wunderman, Ricotta and Kline, Inc., has ordered one participation on "Today" for Jan. 13.

Advertisers placing renewal orders and their agencies are:

National Presto Industries, Inc., through Donahue and Coe,
Inc. (Chicago), has ordered 28 participations on "Today" starting
Feb. 23.

The General Electric Company, for its Large Lamp Division, through Batten, Barton, Durstine and Osborn, Inc., has ordered 20 participations on "Today" effective Feb. 10, and seven participations on "The Jack Paar Show" effective March 18.

The Studebaker-Packard Corporation, through D'Arcy
Advertising Company, has ordered 16 participations on "The Jack Paar
Show" effective in January.

The Pharma-Craft Corporation, through the J. Walter Thompson Company, (Chicago), has ordered 12 participations on "The Jack Paar Show" effective in January.

Coopers, Inc., through Henri, Hurst and McDonald, Inc. (Chicago) has ordered four participations on "The Jack Paar Show" effective April 17.

("Today" is telecast Monday through Friday, 7-9 a.m., EST, and "The Jack Paar Show" Monday through Friday, 11:15 p.m.-1 a.m., EST).

The Hapasy-Roth Corporation, through Denish et Churken, is ordered if provided the Last the Last the Last the Last that alone the Last the

Josison and Perkins, shrough Mandaman, Aleothe and Hilms, independence one postioligation on "Polar" for Jahl 33.

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(Object), has ordered 23 participations on "Coday" charting

The General Misebrie Company, (se is large and Division, rough Batton, Barton, Moustice and Osborn, Inc., has ordered 20 reintpation on "Tenne" effective Feb, 10, and seven participations with Mach Paar Show" offective Mach 13.

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December 30, 1958

PROGRAM VIEWING 'THE WORLD AHEAD' WILL MARK 19th SPECIAL YEAR-END TELECAST BY NBC NEWS

NBC News! total of year-end special telecasts reached 19 today with the announcement by William R. McAndrew, Vice President, NBC News, that a half-hour special, titled "The World Ahead," will be presented over the NBC-TV Network, Sunday, Jan. 4 (6:30-7 p.m., EST).

With Frank McGee as anchorman, the telecast will offer detailed predictions and general analysis of the forces and issues that are shaping the world, by four key NBC News correspondents: Edwin Newman (Paris), Joseph C. Harsch (London), Cecil Brown (Tokyo) and Robert McCormick (Washington). This program will be NBC News! third major in one day -- Jan. 4 presentation.

Earlier in the day NBC News will present "Southeast Asia: Target for Communism" at 4 p.m., EST, and "The Great Leap Forward" at 4:30 p.m., EST. The former will consist of exclusive film and live commentary by Cecil Brown, who returned Dec. 15 from a month-long swing along Red China's rim, and the latter will be a colorcast documentary on Communist China today, filmed by John Strohm, first American correspondent permitted inside the area since the Korean war.

"The World Ahead" will highlight such vital issues as the impact of Communism on the Western world and on the Soviet satellites, and the growth of nationalism as a counteracting force to Communism.

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The 19 special news telecasts from Dec. 28-Jan. 9 include the three Jan. 4 programs, six specials which have already been presented and 10 upcoming shows. The programs already telecast include (Dec. 28), "Projection '59," the year-end review of 1958 and preview of 1959 news trends; "The Story of Atlas 10B" (Dec. 28), a special hour-long edition of "Chet Huntley Reporting," with exclusive coverage of the historic Atlas satellite; "NBC News Hotseat" (Dec. 29), with Cecil Brown being interviewed by Joseph C. Harsch and Edwin Newman; special report (Dec. 29) by Joseph C. Harsch for inclusion in late hour news reports of NBC-TV affiliated stations; "NBC News Hotseat" (Dec. 30) with Irving R. Levine being interviewed by Brown and Newman; and a special report by Cecil Brown for the late news (Dec. 30).

The 10 NBC News specials still to come include:

Dec. 31 -- 1:15 p.m., EST; "NBC News Hotseat" -- Welles Hangen is interviewed by Levine and Harsch.

Dec. 31 -- 11 p.m., EST; special report by Irving R. Levine.

Jan. 1 -- 11 p.m., EST; special report by Welles Hangen.

Jan. 2 -- 1:15 p.m., EST; "NBC News Hotseat" -- John Rich is interviewed by Harsch and Levine.

Jan. 2 -- 11 p.m., EST; special report by John Rich.

Jan. 5 -- 7:30 a.m., EST; "Primer on Congress," first of five special telecasts under this title on the "Today" show, presented by NBC Newsman Frank McGee. Timed for the start of the new Congressional session, each telecast will acquaint viewers with little-known facets of the legislative branch. The Jan. 5 subject will be "Rules of Congress."

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### 3 - NBC News Year-End Report

- Jan. 6 -- 7:30 a.m., EST; "Primer on Congress" -- Leaders of Congress."
- Jan. 7 -- 7:30 a.m., EST; "Primer on Congress" -- "The Committee System."
- Jan. 8 -- 7:30 a.m., EST; "Primer on Congress" -
  "Locations" (such as "in the gallery," "on the hill.")
- Jan. 9 -- 7:30 a.m., EST; "Primer on Congress" -- "How a Bill is Acted On."

\* \* \*

STROHM WRITES ARTICLE, 'HOW THEY HATE US IN RED CHINA!'

The January, 1959, edition of the Reader's Digest contains an article titled "How They Hate Us in Red China!" by John Strohm, first American correspondent to penetrate the "Bamboo Curtain" with U. S. State Department permission for nine years.

Strohm's filmed report of his travels in Red China, a color documentary on agriculture, industry and the nationwide anti-American propaganda campaign, will be telecast <u>Sunday</u>, <u>Jan. 4</u> (4:30-5 p.m., EST) over the NBC-TV Network. The colorcast is titled: "The Great Leap Forward."

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NBC-New York, 12/30/58

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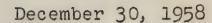
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NBC NEWS CORRESPONDENTS TO ADDRESS FOREIGN POLICY ASSOCIATION
IN NEW YORK AND NATIONAL PRESS CLUB IN WASHINGTON

Eight NBC News correspondents will address the Foreign Policy Association luncheon at New York's Waldorf-Astoria Hotel Friday, Jan. 9. Part of the group also will address the National Press Club in Washington Jan. 8.

General theme for the Foreign Policy Assocation luncheon is "Great Decisions...1959." Within this framework, the NBC Newsmen's topics will be:

Cecil Brown -- "The Challenges of a Changing World."

Edwin Newman -- "Will Alliances Keep the Peace?"

John Rich -- "Are We Realistic About Communist

Powers?"

Welles Hangen -- "Peace in the Middle East -- Whose Job?"

Herbert Kaplow -- "A 'Better Neighbor' Policy for Latin America."

Joseph C. Harsch -- "World Economic Revolution -- What U. S. Policies?"

Irving R. Levine -- "The New Technology -- for Destruction or Plenty?"

Chet Huntley (moderator) -- "What Kind of World Possible? What Challenges to Diplomat and Citizen?"

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### TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Jan. 11 - 17 (All Times EST)

### Sunday, Jan. 11

- 4-6:30 p.m. -- Ninth Annual Pro Bowl Football Game.
- 7:30-8 p.m. -- PREMIERE -- "The Music Shop Starring Buddy Bregman"
  -- a new live variety show featuring the country's top recording artists. Conductor-composer-arranger Buddy Bregman stars as host.
- 8-9 p.m. -- "The Steve Allen Show" -- Diana Dors and Perez Prado and his orchestra are included in tonight's guest list.
- 9-10 p.m. -- "The Dinah Shore Chevy Show" -- Comedian Dick Shawn is one of Dinah's guests tonight.

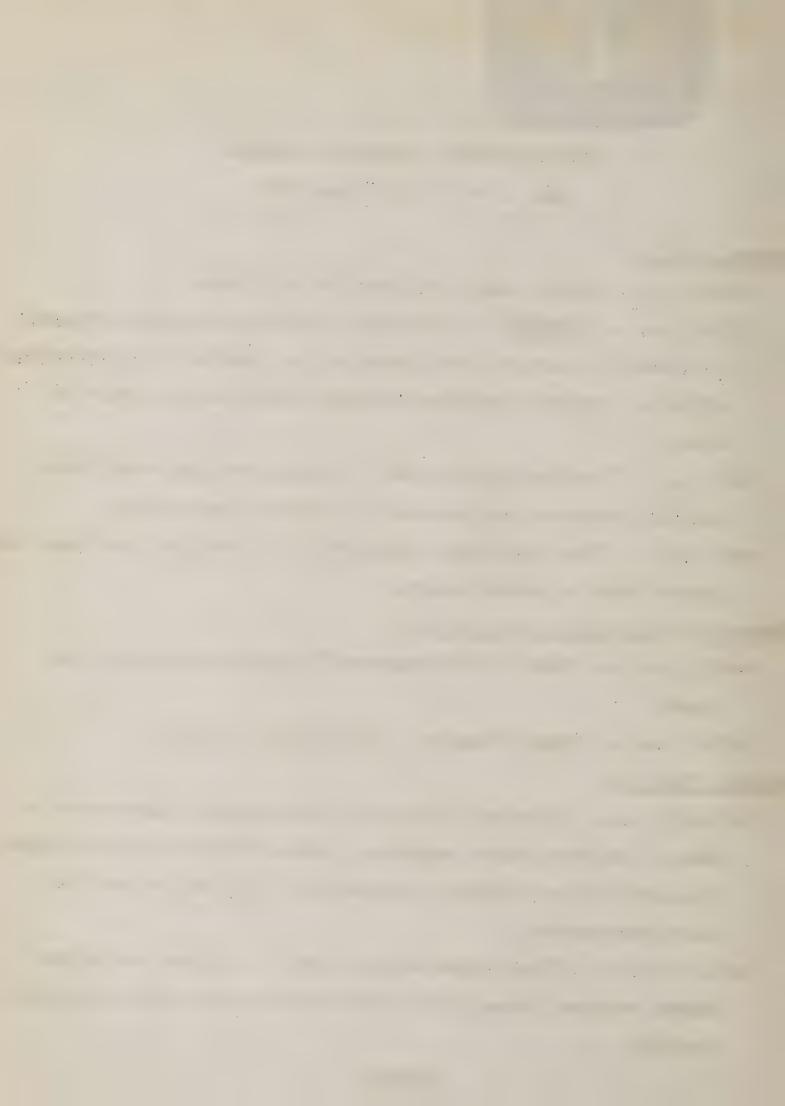
### Monday through Friday, Jan. 12 - 16

- 2-2:30 p.m. -- "Truth or Consequences," starring Bob Barker as emcee.
- 2:30-3 p.m. -- "Haggis Baggis." Fred Robbins is host.

### Monday, Jan. 12

- 8:30-9:30 p.m. -- The Bell Telephone Hour presents "Adventures in Music," starring Harry Belafonte, Renata Tebaldi, Maurice Evans, pianists Gold and Fizdale, the New York City Ballet and The Baird Marionettes.
- 10-10:30 p.m. -- "The Arthur Murray Party" -- Kathryn and Arthur Murray welcome Vivian Blaine and composer Julie Styne as guests tonight.

(more)



### 2 - NBC-TV NETWORK COLORCAST SCHEDULE

### Tuesday, Jan. 13

8-9 p.m. -- "The George Gobel Show" -- Myrna Loy, Cesar Romero and The Platters are guests tonight.

### Wednesday, Jan. 14

- 8:30-9 p.m. -- "The Price Is Right." Bill Cullen is emcee.
- 9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."
  Singer Mahalia Jackson is tonight's guest.

### Thursday, Jan. 15

- 9:30-10 p.m. -- "The Ford Show" -- starring Tennessee Ernie Ford.
  Tonight's guest is Kate Smith.
- 10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as emcee.

### Friday, Jan. 16

- 7:30-8 p.m. -- "Northwest Passage" -- filmed adventures starring Keith Larsen, Buddy Ebsen and Don Burnett.
- 8-9 p.m. -- "Ellery Queen" -- starring George Nader as the famous detective.

### Saturday, Jan. 17

8-9 p.m. -- "The Perry Como Show" -- Nat King Cole and the McGuire Sisters are on tonight's guest roster.

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NBC-New York, 12/30/58

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9:30 p.a. -- "Milton Brigh Bright in the incit Mistr Mail."

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# GILLETTE CAVALCADE OF SPORTS! TO COVER SECOND HALF OF EAST-WEST ALL-STAR NBA BASKETBALL GAME

The second half of the ninth annual East-West All-Star Game of the National Basketball
Association will be covered by the NBC Television and Radio Networks as a feature of the "Gillette Cavalcade of Sports" series Friday, Jan. 23 from 10 to 11 p.m., EST, at Detroit's Olympia Stadium.

The basketball game will replace the usual boxing bout on this one Friday night. Curt Gowdy will be the courtside commentator on television, and Don Dunphy and Win Elliot will be the radio reporters. This will be the first time that the game has received national television coverage.

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NBC-New York, 12/30/58

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# TELEVISION NEWS

December 31, 1958

BERKELEY SQUARE! TO BE COLORCAST ON NBC-TV NETWORK-

'Hallmark Hall of Fame' to Present All-Time Theatre Classic
As 90-Minute Production Starring John Kerr

The "Hallmark Hall of Fame" will present "Berkeley Square," an all-time classic of the theatre, as its next 90-minute color production on the NBC-TV Network Thursday, Feb. 5 (9:30-11 p.m., EST).

George Schaefer will be producer-director of "Berkeley Square," with Mildred Freed Alberg as executive producer and Robert Hartung as associate producer.

The play will star John Kerr, seen on Broadway this season in "Cue for Passion" and well-remembered for his performance in both stage and screen versions of "Tea and Sympathy." He also gave a memorable performance in the Hall of Fame production of "The Corn Is Green" three seasons ago. Kerr will play the role of Peter Standish, created by the late Leslie Howard in the Broadway production of "Berkeley Square." There has been no additional casting as yet.

The John L. Balderston work is being adapted especially for the "Hall of Fame" by Theodore Apstein, who did the teleplay of "Johnny Belinda" for this series early this season.

The play opened on Broadway Nov. 4, 1929, to wildly enthusiastic critical notices and with special acclaim for Leslie Howard's notable portrayal. "Berkeley Square" previously had been given two (more)

### 2 - 'Berkeley Square'

London productions. After its Broadway run, cheering critics and audiences greeted the play and Howard and his co-star, Margalo Gilmore, in principal American cities on its tour. Its success was repeated in the screen version starring Leslie Howard and Heather Angel in 1933.

"Berkeley Square" is a whimsical, enchanting play based on the theory that all time -- past, present and future -- is one. It is the story of a young American, Peter Standish, who inherits a mansion on London's Berkeley Square from an 18th century forebear of the same name. Upon moving into the ancestral home, he becomes so immersed in diaries and other lore that the process of reincarnation is reversed and he is transported back to the London of 1784, taking on the form of the first Peter Standish.

The difficulty of comporting himself in the 18th century manner, and the dramatic complications of loving a girl of that time while being affianced to a girl of his own century, eventually force him to return to his own time and live with his memories of the distant past in the mansion on the Square.

Playwright Balderston said the plot for "Berkeley Square" was suggested by "The Sense of the Past," an unfinished Henry James novel.

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NBC-New York, 12/31/58



## TELEVISION NEWS

December 31, 1958

'AMERICAN FESTIVAL,' WITH ALL-STAR, ALL-AMERICAN LIST OF PERFORMERS

OFFERING PROGRAM VARYING FROM JAZZ TO OPERA AND BALLET,

WILL BE COLORCAST ON 'BELL TELEPHONE HOUR'

An all-star, all-American roster of performers has been signed for the second "Bell Telephone Hour" <u>Tuesday</u>, Feb. 10 (NBC-TV Network Colorcast, 8-9 p.m., EST).

Duke Ellington, Ella Fitzgerald, Rise Stevens, Grant

Johannessen, Melissa Hayden and Jacques d'Amboise and the New York

City Ballet, Russell Nype and Martha Wright will participate in the

program of American music, which will be sub-titled "American

Festival." The program will vary from jazz to opera and ballet.

This will mark the first joint television appearance of two of the great figures in popular entertainment, Duke Ellington and Ella Fitzgerald. They will present classics of American jazz. Miss Stevens, one of the leading prima donnas of the Metropolitan Opera, will be heard in scenes from Marc Blitzstein's opera "Regina." This will be her first appearance in this title role anywhere, although the work originally was written for her.

Pianist Grant Johannessen will play the final movement of Gershwin's "Concerto in F," with the Bell Symphony Orchestra directed by Donald Voorhees. Miss Hayden and d'Amboise, two of the outstanding American-trained ballet dancers, will perform in George Balanchine's spectacular ballet "Stars and Stripes" to the music of John Philip Sousa. (more)

Barrell History

### 2 - 'American Festival'

Miss Wright and Nype will sing some of the most popular selections from American musical comedy. Miss Wright performed for several years on Broadway in the musical "South Pacific," and Nype is currently appearing in "Goldilocks."

Rouben Ter-Arutunian, one of the leading designers of theater and television, will design the show. William Nichols is producer and Kirk Browning is director. The program is the second in the series of four one-hour musical specials presented this season on NBC-TV by the Bell Telephone System. The first program, sub-titled "Adventures in Music," will be colorcast Monday, Jan. 12 (8:30-9:30 p.m., EST).

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NBC-New York, 12/31/58

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December 31, 1958

NBC-TV AND RADIO TO CARRY PRESIDENT'S STATE OF THE UNION MESSAGE

President Eisenhower's State of the Union

Message Friday, Jan. 9 will be broadcast live from the

House of Representatives by the NBC Television and Radio

Networks from 12:30 to approximately 1:15 p.m., EST.

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The NBC Daily News Report will not be published Thursday, Jan. 1. Publication will be resumed Friday, Jan. 2.

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# TO BE COLOROAST BY NEC-TY NETWORK E WS

FROM LOS ANGELES ON SUNDAY, JANUARY 11

The NBC-TV Network will wind up its seven-game, post-season football coverage <u>Sunday</u>, <u>Jan. 11</u> with a colorcast of the ninth annual Pro Bowl game from the Los Angeles Coliseum (4 p.m., EST). The program will be blacked out in the Los Angeles area.

Sportscasters will be Jim Gibbons and Van Patrick. This is the second straight year that the Liggett & Myers Tobacco Company and the Mercury Division of the Ford Motor Company are co-sponsoring NBC-TV:s color coverage of the game.

The annual Pro Bowl classic, first played in 1951, features top stars of the National Football League, with Eastern Conference opposing Western Conference. The Western All-Stars, victorious last year by a 26-7 score, lead the series by a 5-3 margin.

The Eastern stars again will be led by Cleveland's bone-crushing fullback, Jimmy Brown, who set a new NFL rushing record this past season. The East squad also has seven members of the Eastern champion New York Giants.

The West, paced by seven members of the NFL champion

Baltimore Colts including ace quarterback John Unitas, has a host of

fine running backs in Alan Ameche and Lenny Moore of Baltimore, Jon

Arnett of Los Angeles and Rich Casares of the Chicago Bears.

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### NBC NEWSMEN COVERING CUBAN UPRISING

NBC News has moved a taskforce of correspondents and cameramen into Cuba to report latest developments on the rebel insurgence against the Batista regime. Now in Cuba for NBC News are correspondents Herbert Kaplow and Edward Scott and cameramen Robert Blair, Andrew St. George and Gene Carrier.

# KENNETH HAIGH REPLACES AILING JAMES DONALD IN CAST OF 'TEN LITTLE INDIANS'

An attack of pleurisy has forced James Donald out of the cast of "Ten Little Indians," to be presented on the NBC-TV Network, Sunday, Jan. 18 (7-8 p.m., EST).

Kenneth Haigh, the English actor who won high praise as the lead in John Osborne's "Look Back in Anger" on Broadway, will replace Donald in the Agatha Christie mystery. The role is that of Lombard, the glib adventurer. Haigh has an extensive background in English television and appeared recently in Eliot's "Confidential Clerk" and Odets' "Golden Boy." He is also featured in the British film of George Bernard Shaw's "Saint Joan."

Nina Foch and Barry Jones star in "Ten Little Indians," with Haigh as special guest star.

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#### CREDITS FOR 'BLACK SADDLE' ON NBC-TV NETWORK

TIME:

NBC-TV Network, Saturdays 9 to 9:30 p.m.,

EST starting Jan. 10, 1959.

FCRMAT:

Western series about an ex-gunfighter

turned lawyer and his attempts to bring

justice to a frontier town.

STARRING:

Peter Breck as lawyer Clay Culhane and

Russell Johnson as U. S. Marshal Gib

Scott.

FEATURING:

Anna Lisa as Nora Travers, hotel owner.

DIRECTOR:

John English.

ASSISTANT DIRECTOR:

Norman S. Powell

PRODUCER:

Antony Ellis.

PRODUCTION BY:

Four Star Productions.

WRITER:

John McGreevey.

CREATED BY:

Hal Hudson and John McGreevey.

DIRECTOR OF PHOTOGRAPHY:

Charles E. Burke.

MUSIC SUPERVISION:

Earle Dearth.

SET DECORATION:

Budd S. Friend.

MAKEUP:

Sid Perell.

CAST:

Hannibal Pardee .........Onslow Stevens

Moss.....K. L. Smith

Karl Borgen......John Mylong

Teresa......Marguerita Cordova

Chuck.....Quentin Sondergaard

SPONSOR:

Liggett and Myers Tobacco Company for

Oasis Filter Cigarettes.

AGENCY:

McCann-Erickson, Inc.

NBC PRESS REPRESENTATIVE:

Anne Morrissy, NBC New York .

NBC-New York, 12/31/58

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### CREDITS FOR NBC NEWS' "CHET HUNTLEY REPORTING" ON NBC-TV

PROGRAM: "Chet Huntley Reporting" (formerly

"Outlook")

TIME: NBC-TV Network, Sundays, 6:30-7 p.m., EST.

EDITOR: Chet Huntley.

FORMAT: A weekly television news program featuring

film and live studies of noteworthy

events and personalities.

PRODUCER: Reuven Frank.

ASSOCIATE PRODUCER AND

NEWS EDITOR: Eliot Frankel.

DIRECTORS: Jack Sughrue, Jim Kitchell, George Murray,

Charles Sieg.

ASSOCIATE DIRECTOR: Norm Cook.

WRITERS: William Hill, Piers Anderton.

ASSOCIATED IN PRODUCTION: Ann Kramer.

UNIT MANAGER: Dan O'Connor.

ORIGINATION: New York.

PREMIERE DATE: April 1, 1956.

NBC PRESS REPRESENTATIVE: Bud Rukeyser, New York.

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'TIC TAC DOUGH' DAYTIME SERIES TO STAGE 'WORLD SERIES' BETWEEN
ITS CURRENT CHAMP AND LAST TITLEHOLDER OF FORMER EVENING SHOW

NBC-TV Network's "Tic Tac Dough" will kick off its "world series" Monday, Jan. 5 (12 Noon, EST), with two quiz champs competing for four out of seven wins. The contest will continue on consecutive days of the Monday-through-Friday series.

The opponents are Air Force Lt. James Astrue, current daytime champ and winner of \$55,600, and William Craig, champ of the "Tic Tac Dough" nighttime colorcast series which ended last Monday (Dec. 29). Craig retired as champ with \$41,000.

Astrue and Craig will vie for prizes valued at thousands of dollars: two round trip tickets to South America, a summer cottage, a Las Vegas vacation for two, a diamond bracelet, an encyclopedia, a food freezer, and a car.

Usually, contestants go it alone on "Tic Tac Dough," but next week, the competitors will get help from the fair sex. Standing by to help their husbands with the answers will be Mrs. Pat Astrue and Mrs. Eleanor Craig.

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NBC-New York, 12/31/58

TIC TAC DOUGH' DAYTIME SERIES TO STAGE 'WORLD SERIES' BETWEEN ITS CURRENT CHAMP AND LAST TITLEHOLDER OF FORMER EVENING SHOW

NEC-TV Network's "The Tao Dough" will kick off its "world series" Monday, Jan. 5 (12 Noon, EST), with two quis champs compating for four out of seven wins. The contest will continue on consecutive days of the Monday-through-Friday series.

The opponents are Air Force Lt. Jemes Astrue, current maytime champ and winner of \$5,600, and William Orais, champ of the "The Tac Dough" nighttime colorcast series which ended last Menday (Dec. 29). Orais retired as champ with \$41,000.

Astrue and Oraig will vie for prizes valued at thousands of dollars: two round trip tickets to South America, a summer cottoses.

a Las Vegas vacation for two, a diamond bracelet, an encyclopedia, a food freezer, and a car.

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NBC-New York, 12/31/58

